

# LIFE



SISTER MAKING SALAD

AUGUST 2, 1937

10 GENTS



## "Looks like a stampede to Ethyl this summer!"

The Ethyl "brand" on gasoline pumps is becoming more and more popular with car owners for four good reasons:

- 1 You get more anti-knock fluid (containing lead tetraethyl) than you get in the best regular-grade gasoline. That means a cooler running engine.
- 2 You save on oil as well as gas by preventing knock and overheating.
- 3 You get all-round quality that is *double-tested*—by the oil company and by the Ethyl Gasoline Corporation.
- 4 You get 100% performance from your high compression engine.



Look for this emblem on  
the base or globe of every  
Ethyl pump. It means  
best-grade gasoline.

CONTAIN  
LEAD  
IT IS RECOMMENDED  
TO BE USED  
FOR MOTOR FUEL  
NOT FOR CLEA  
OR ANY OTHER  
AVOID SPILL

**NEXT TIME GET ETHYL... A BETTER RUN FOR YOUR MONEY**

# GREATEST CAR FOR ALL-ROUND ECONOMY



POLICE CHIEF E. P. BAKER speaking: "I can still do 500 miles a day in my '29 Plymouth... and I've gotten as much as 26 miles per gallon of gasoline!"



MEASURING EVERY DROP OF GAS USED...at all speeds...checking up on actual miles per gallon. Engineers conduct continuous tests to give Plymouth utmost economy, reliability and long life.

"I'VE DRIVEN OVER 58,000 MILES in my Plymouth...spent almost nothing on upkeep...and it's certainly the easiest handling car I know of," says news-writer, Miss Elizabeth Warren.



EVEN PLYMOUTH'S BRAKES save you money. They're double-acting hydraulics...positive control. Easier on tires.



PRICED WITH THE LOWEST—The Commercial Credit Company has made available—through Chrysler, De Soto and Dodge dealers—terms which make it exceptionally easy for you to buy one of these big new Plymouths today.

TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia Network, Thursdays, 9 to 10 p. m., E. D. S. T. Sponsored by Chrysler Corporation.

## Actual Owners' Reports—See How Plymouth Saves Money!

BIGGEST of "All Three"—yet it costs LEAST TO RUN! Priced with the LOWEST—yet its resale value is HIGHEST!

Get the greater value of Plymouth's new airplane-type shock-absorbers...scientific sound-proofing...body mounted on live rubber!

Get the greater safety of a new-design Safety Interior...all-steel body...double-acting hydraulic brakes—the 3 greatest safety features a car can have!

It all adds up to the most economical low-priced car—the car that stands up best! PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.



# PLYMOUTH BUILDS GREAT CARS

This One



XQWF-364-H1SK

# Check your heating equipment NOW!



Money wasted in inefficient heating equipment, time lost because of cold delays and underproduction due to the inability to control temperatures in industry runs up into millions of dollars annually. To stop this waste check your heating system now! Buy American Blower Unit Heaters.

Unit Heaters are the accepted, time-proved method of heating factories, garages, shops, stores, aviation hangars, service stations and other commercial establishments. They force heated air directly into working areas, heat up quickly and effectively, cut heating costs and prevent lost time.

American Blower Unit Heaters are known as the world's finest units. They are scientifically designed and built by the world's largest manufacturers of heating equipment. Over 125,000 American Blower Units are already in use heating more than 350 million square feet of floor space.

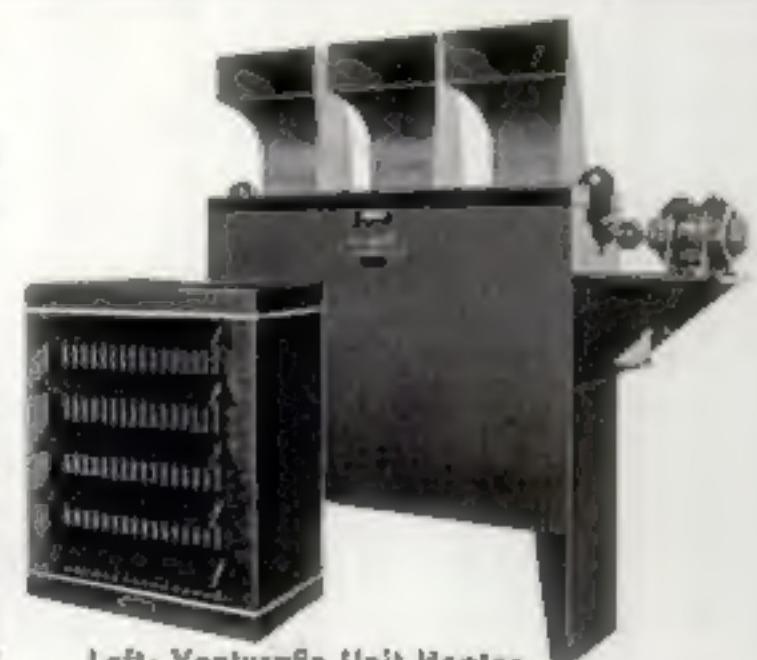
American Blower Unit Heaters are sold with certified capacity ratings. They cost no more than ordinary Unit Heaters yet their many exclusive features of design and construction insure better performance, lower operating costs and longer

life. Ask any reliable heating contractor for American Blower Unit Heaters. They are carried in stock for immediate delivery in all sections of the country. They are sold by the leading heating contractors everywhere.

## AMERICAN BLOWER CORPORATION

Division of American Radiator and Standard Sanitary Corp., 6000 Russell St., Detroit, Mich. • Canadian Sirocco Co. Ltd., Windsor, Ont.

# AMERICAN BLOWER INDUSTRIAL UNIT HEATERS



Left: Venturofin Unit Heater  
Top: Sirocco Unit Heater

[More Than 500,000 Copies Already Sold]

# HOW TO WIN FRIENDS AND INFLUENCE PEOPLE



"The Reader's Digest" devoted 10 pages to this volume—because, in their words, "From Mr. Carnegie's extensive reservoir of experience has come the wealth of anecdote and common sense lessons in human relations in which HOW TO WIN FRIENDS AND INFLUENCE PEOPLE abounds."

**JOHN D. ROCKEFELLER, Sr.** once said: "The ability to deal with people is as purchasable a commodity as sugar or coffee. And I will pay more for that ability than for any other under the sun."

Wouldn't you suppose every college would conduct practical courses to develop this "highest-priced ability under the sun?" To our knowledge, none has.

*How to develop that ability is the subject of Dale Carnegie's amazing new book.*

A few years ago Chicago University and the United Y.M.C.A. Schools made a survey to find out the prime interest of adults. The survey took two years, cost \$25,000. It indicated that their first interest is health—and their second, how to understand and get along with people; how to make people like you; how to win others to your way of thinking.

Wouldn't you suppose that after the members of this survey committee had decided to give such a course, they could readily have found a practical textbook? They searched diligently—yet could find none suitable.

*The book they were looking for was recently published—and overnight became a best seller. 36,000 copies were sold in three days of last week alone. More than 500,000 copies have been sold to date! IT IS OUT-SELLING ANY OTHER BOOK IN AMERICA TODAY!*

#### *A New Book—and the Man Behind It*

It is called *How to Win Friends and Influence People*—and is written by the one man who is perhaps better qualified to write it than anyone else.

Dale Carnegie is the man to whom the big men of business come for practical guidance on the subject of getting along with people, dealing with them successfully, winning others to their own way of thinking. During the last 25 years he has trained more than 17,000 business and professional men and women—among them some of the most famous in the country.

When he conducts his course on Public Speaking and How to Influence People in the ballroom of the Hotel Commodore or The Pennsylvania, or the Hotel Astor (the second largest hall in New York) the place is packed to capacity. Large organizations—such as The New York Telephone Co., Westinghouse Electric and Manufacturing Company, and many others listed elsewhere on this page—have had this training conducted by Mr. Carnegie in their own offices for their members and executives.

This new book, *How to Win Friends and Influence People*, grew and developed out of that vast laboratory of experience. As you can judge from the panel at the top of this advertisement, it is as practical as 24 years of actual successful experience with the problems of thousands of people in all walks of life can make it.

#### *Consider the Case of Michael O'Neil*

Michael O'Neil lives in New York City. He first got a job as a mechanic, then as a chauffeur.

When he got married he needed more money. So he tried to sell automobile trucks. But he was a terrible flop. He suffered from an inferiority complex that was eating his heart out.

On his way to see any prospect, he broke out into a cold sweat. Then, before he could get up enough courage to open the door, he often had to walk up and down in front of an office half a dozen times.

When he finally got in, he would invariably find himself antagonizing, arguing. Then he would get kicked out—never knowing quite why.

#### THIS IS A BIG BOOK OF THIRTY-SEVEN CHAPTERS, INCLUDING:

The Big Secret of Dealing with People  
Six Ways to Make People Like You Instantly  
An Easy Way to Become a Good Conversationalist  
A Simple Way to Make a Good First Impression  
How to Interest People  
Twelve Ways to Win People to Your Way of Thinking  
A Sure Way of Making Enemies—and How to Avoid It  
The Safety Valve in Handling Complaints  
How to Get Cooperation  
A Formula That Will Work Wonders for You  
The Movies Do It. Radio Does It. Why Don't You Do It?  
Nine Ways to Change People Without Giving Offense or Arousing Resentment  
How to Criticize—and Not Be Hated for It  
How to Spur Men on to Success  
Making People Glad to Do What You Want  
Letters That Produced Miraculous Results  
Seven Rules for Making Your Home Life Happier

He was such a failure he decided to go back to work in a machine shop. Then one day he received a letter inviting him to attend the opening session of a Dale Carnegie course.

*"It may do you some good, Mike. God knows you need it!"*

He didn't want to go—he was afraid that he would be out of place—that there would be a lot of college men. But his despairing wife made him, saying, "It may do you some good, Mike. God knows you need it."

He went to the meeting, and other meetings of the course. He lost his fear. He learned how to talk charmingly and convincingly, how to make people like him at once, how to win friends and influence others.

Today Michael O'Neil is a star salesman for one of the country's largest manufacturers of motor trucks. His income has mounted and skyrocketed. Last year at the Hotel Astor, he stood in front of 2500 people and told a rollicking story of his achievements. Few professional speakers could have equalled his confidence—or his reception.

Michael O'Neil is a salesman—but his problem was exactly the same as that of thousands in other fields—the fundamental one of getting along with people. The way it was solved is just one example of what Dale Carnegie's help has meant to more than 17,000 people in all types of endeavor. *What Dale Carnegie has done for them he can do for you.* Look at the chapter headings. They indicate the amount of hard-hitting, priceless information Dale Carnegie's book contains. But the subject is so intensely important that we say, look at this book without obligation. Then decide whether or not you want to own it.



#### DALE CARNEGIE

Dale Carnegie is the man the men of business come to for practical instruction in getting along with people. During the last 25 years, he has trained more than 17,000 business and professional men—more than any other living man.

Large organizations such as:

Westinghouse Electric Manufacturing Co.  
New York Telephone Co.  
Bell Telephone Co. of Pennsylvania  
American Institute of Electrical Engineers, New York  
McGraw-Hill Publishing Company, New York  
have had this training conducted in their own offices for their members and executives.

This new book is a direct result of Dale Carnegie's experience, the only working manual of its kind ever written to help people solve their daily problems in human relationships.

#### SEND NO MONEY

*Try Dealing THIS WAY With People  
—for just FIVE Days!*

This book has been published for only a short time. Yet it is now outselling any other book—fiction or non-fiction—in America! The presses are now running continuously to turn out 5,000 copies daily.

When you get your copy simply read it; there are no "exercises" to be practiced. Then try for five days Dale Carnegie's simple method of dealing with people. Judge for yourself, in your daily social or business life, how easily whatever you do, say, or write can win the friendship and the hearty cooperation of others—instead of arousing resentment, friction, and either a negative response or no action at all.

It is not necessary to send any money now. You may pay for "How to Win Friends and Influence People" when it is delivered—with the definite understanding that its price of only \$1.96 will be refunded to you if you wish it. If this book does what we claim, it will mean more to you than ANY book you have ever read. If it doesn't we do not want you to keep it. Mail this coupon at once.

SIMON and SCHUSTER, Dept. C-628, 386 Fourth Ave., New York

Only  
**\$1.96**

If you  
decide  
to keep it!

SIMON and SCHUSTER, Publishers  
Dept. C-628, 386 Fourth Ave., N. Y. C.

Please send me *How to Win Friends and Influence People*. I will pay postman only \$1.96 plus few cents postage charges. It is understood that I may read it for 5 days and return it for refund if I then feel that it does not in every way live up to the claims made for it.

Name.....

Address.....

City.....

State.....

Check here if you prefer to enclose \$1.96 plus 4c New York Sales Tax WITH this coupon, in that case WE will pay the postage charges. The same refund privilege applies of course.

NOTE: If resident of New York City add 4c for City Sales Tax.

# The Payoff



THE **R.J.** ON  
THE LABEL IS FOR  
YOUR PROTECTION  
—A GUARANTEE OF  
REAL  
**Root Juices**  
IN HIRES ROOT BEER

It's the real *Root Juices*  
that make Hires taste better  
than imitation root beers

NOW lower prices for bigger bottles of delicious Hires! Always refreshing and healthful . . . all the time . . . everywhere . . . at home or office, while shopping or driving . . . for sale at groceries, restaurants, refreshment stands. Insist on genuine Hires. You'll enjoy its natural, wholesome flavor.

*It tastes so good - It's good for you*

The Charles E. Hires Company, Philadelphia.

## LETTERS TO THE EDITORS

### Picture Scores

Sirs:

Speaking of Pictures—  
This morning I watched my boss write in the answers to the "How Many Do You Remember" pictures in your July 5 issue, and checked him against your list.

He missed one—number 4.  
Pretty good, isn't it?

I. E. CARLIN

Secretary to Carl Weeks  
Des Moines, Iowa.

Sirs:

I missed qualifying as "expert picture-looker" by one point. I got 14 out of 17.

R. W. GRAHAM  
Philadelphia, Pa.

Sirs:

Mark me down as "expert picture-looker" etc., because I identified all but Party-Thrower Elsa Maxwell—and missed her because I forgot her name but not, even encircled by crepe hair, her face.

Comment: Let's not waste any more time on pictorial "do-you-remember." LIFE's pages are far too valuable to be thrown away.

MICHAEL STRASZER  
EditorThe Torrance Herald  
Torrance, Calif.

Sirs:

Do please repeat in another six months the picture-memory test. I could positively identify only 11 of the 17, but enjoy such tests as this.

FRANKLIN LARRABEE  
Ogontz, Me.

Sirs:

Hard as I tried, I could only get twelve correct answers to your picture-memory game. As a Charter Subscriber, I thought I could remember any pictures from LIFE, but pictures 4, 6, 12, 13 and 15 stumped me.

Please have another.

JANE GILLILAND  
Oakland, Calif.

Sirs:

My sister and I both identified correctly 15 of the 17 pictures. We both missed the same pictures; viz., that showing the man who killed his wife, and the one connected with the Redwood murder. My brother-in-law identified 13 of the 17. We did not think that the test was very difficult.

MARY M. ROCHE  
Eastport, Me.

Sirs:

An initial subscriber, 46, a banker, I picked 15 correct. My wife, 40, was correct on 11. My daughter, 14, a freshman in High School, got 14 right.

No. 9 was our stumbling block but we all went back to look up the article on "Middletown."

E. P. SHAW

Rutland, Vt.

Sirs:

Don't you think you should have set your picture-memory score higher? A very average reader, my score is 15.

MALLORY DAVENPORT  
New York, N. Y.

Sirs:

My score: 16 out 17.

Where did you get the idea that 15 is a good score? Nine out of ten people should get them all.

GLEN B. HILL  
Arapahoe, Neb.

Sirs:

My score on memory test—16 correct. Extraordinary memory? Bah!

WILLIAM J. NELLIGAN  
Portland, Me.

Sirs:

You could have picked harder ones. My score was 14 out of 17 right. Let's have more of these contests.

LEONARD LIPMAN  
New Brunswick, N. J.

LIFE thanks all readers who submitted their picture scores, congratulates most of them on their better-than-average memories. Next time, however, the test will be made definitely harder.—ED.

### Audubon & Brasher

Sirs:

In your issue of July 12 I note the article on Audubon, in which appears this statement: "He was the greatest bird painter that ever lived and his pictures are still the world's best." This I venture to question.

This Commission has in its charge for safekeeping a set of 374 original water colors by Rex Brasher, representing the Birds of North America, which have never been shown, as a whole, and which richly deserve such a showing.

The only advantage that Audubon has over Rex is that Audubon is now dead—and I'm not arguing, I'm telling you.

ALBERT M. TURNER  
SecretaryState Park and Forest Commission  
Hartford, Conn.

### Audubon & Fuertes

Sirs:

LIFE was never more incorrect when, in the July 12 issue, it said of John James Audubon's *Birds*: "His pictures are still the world's best." That Audubon's *Birds* were pioneers in lifelike ornithological art, that today they are pictures of value and beauty there is no doubt. But LIFE has overlooked the late American painter, Louis Agassiz Fuertes, whose bird paintings now in the New York State Museum are more scientifically accurate, less exaggerated, just as beautiful as Audubon's *Birds*.

FREDERICK RUDOLPH  
Kingston, Pa.

### Audubon in Kentucky

Sirs:

I have just read with a great deal of interest your short story about Audubon. However, one would infer from the reading that his store and mill were located in Louisville, Ky. Audubon lived in Louisville only two years, from 1808 to 1810.

His home from 1810 to 1820 was in Henderson where he not only had his home but conducted a general store and his mill which he often referred to as the "infernal" mill.

Approximately two miles from Henderson is the Audubon Memorial Park. Here the Federal Government is constructing the Audubon Memorial Museum. This Museum will house the greatest collection in America of Auduboniana, consisting of approximately 100 prints as well as about 25 original paintings of birds, etc.

GIBNEY OSCAR LETCHER  
Henderson, Ky.

## BORIS KARLOFF

# *Country Gentleman*

selects

G-E Clocks for his  
Beverly Hills Home



Every moment Boris Karloff can spare from his movie work is devoted to his home—planned and run like an English manor. On his writing table is this square blue-mirror G-E clock, "The Lorraine" \$6.95



Quiet companion to moments of relaxation is this G-E smart metal easel clock, "The Chantilly", chosen by Mr. Karloff for his coffee table. . . . . \$4.95



In the place of honor among Mr. Karloff's collection of tankards is this mahogany and gold G-E clock, "The Monmouth" . . . \$9.95



These are but a few of the many new G-E Clocks now being shown wherever good clocks are sold. See them if you would have the smartest.

"The Gladiator" alarm . . . \$7.50

"The Hanover" Westminster chimes \$45.00

**GENERAL ELECTRIC**  
*Self-Starting Clocks*

# SPEAKING OF PICTURES . . .



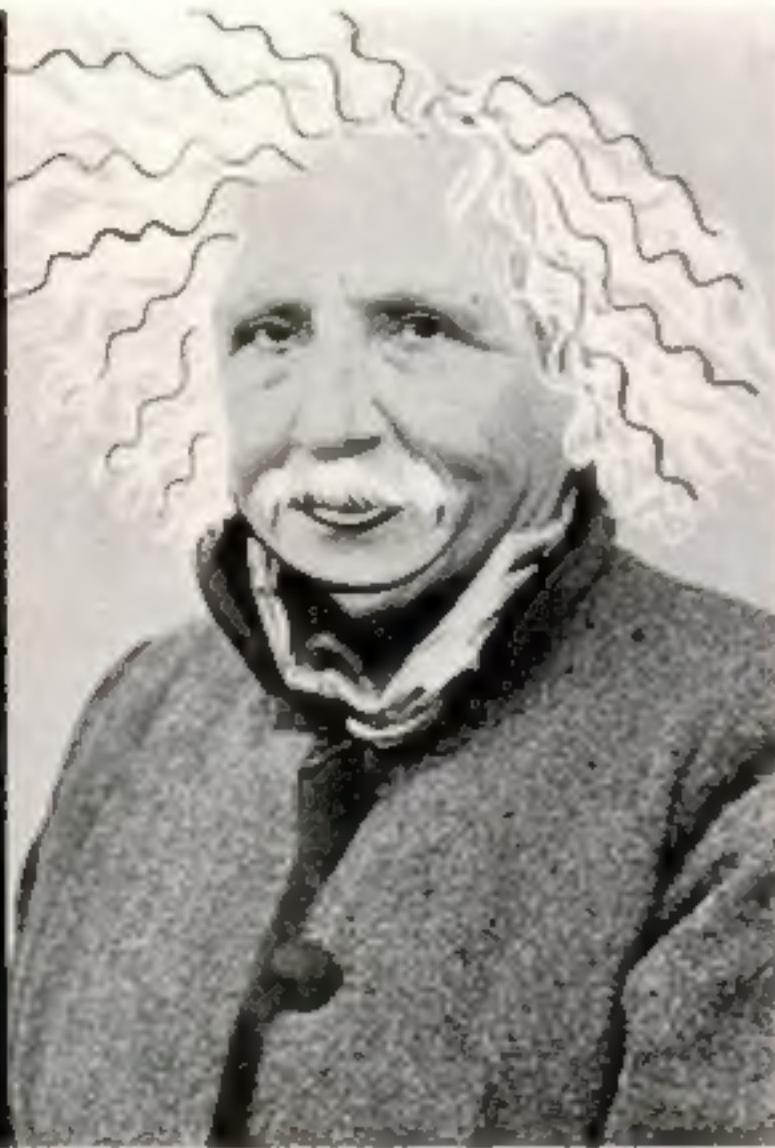
HERBERT HOOVER INTO JOHN L. LEWIS



WILLIAM RANDOLPH HEARST INTO ED WYNN



GERTRUDE STEIN INTO ALBERT EINSTEIN



HAROLD ROSS INTO JOSEPH STALIN



FERDINAND PECORA INTO GROUCHO MARX

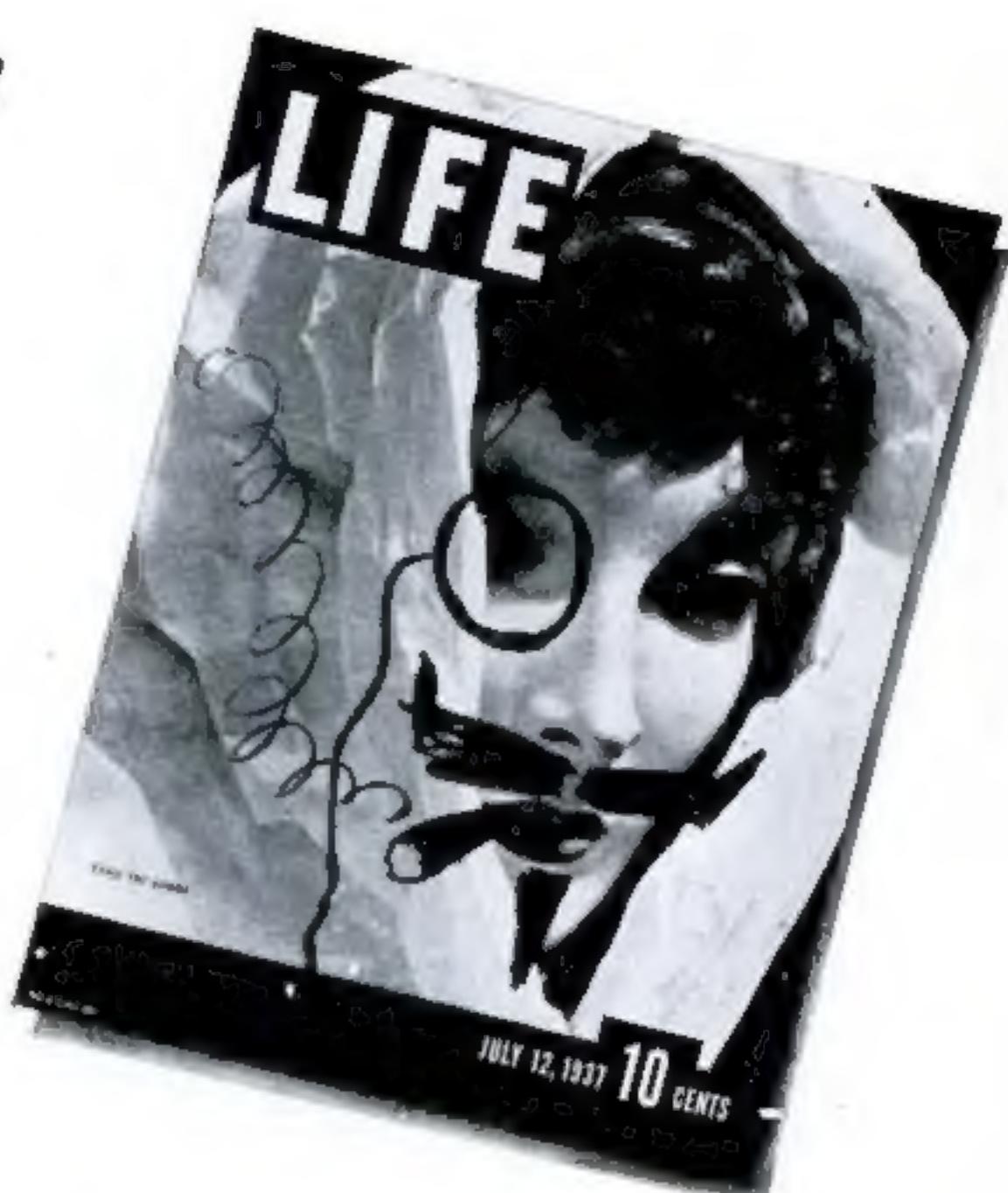


JIMMY ("SCHNOZZLE") DURANTE INTO ALFRED E. SMITH

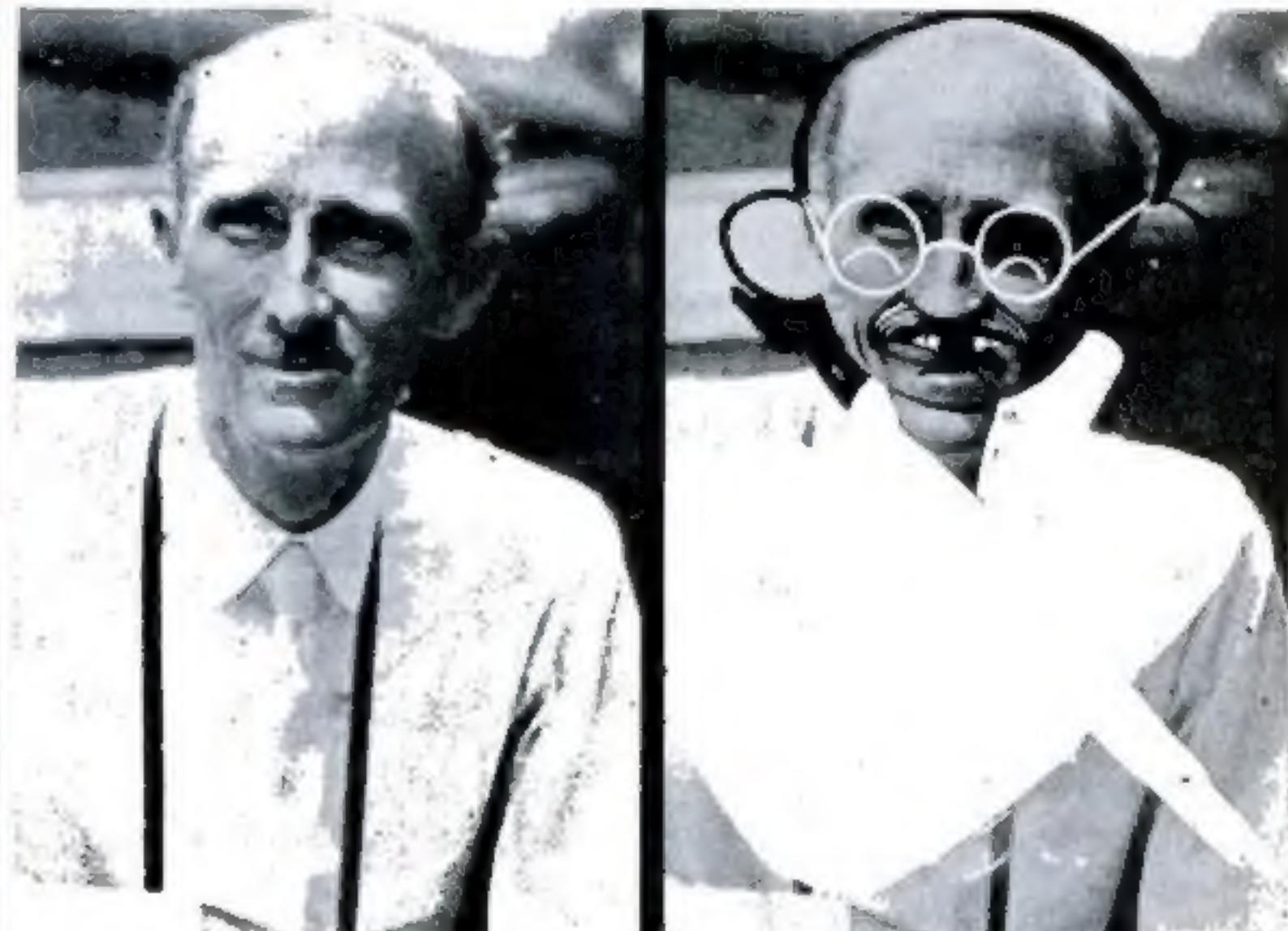
## ... THESE ARE PHOTO-DOODLES

**O**ne of the most arid and wasteful fields of popular art is that of photo-doodling. The photo-doodler is the person who cannot pass a picture of a girl on a magazine cover or poster without scribbling a few extraneous decorations on her face. The impulse to photo-doodle exists in almost every human being but it is usually a petty impulse, satisfied with the irrelevant addition of a beard or moustache. Millions of magazine covers and posters have been doodled away as vainly and stupidly as the LIFE cover at the right. As even the most uncritical art lover can see at a glance, nothing vital or imaginative or even interesting has gone into the doodling of Grace the Dummy.

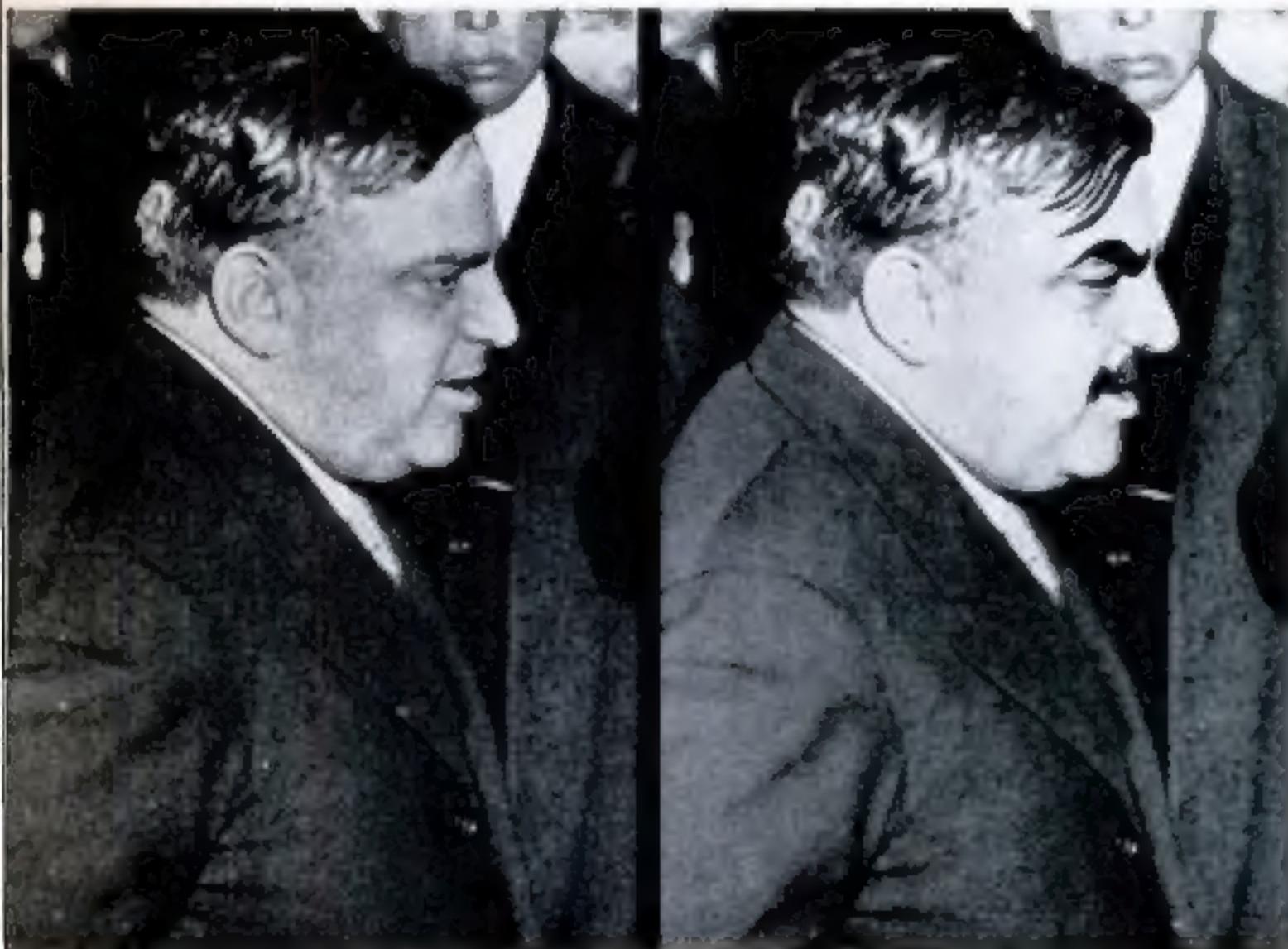
There is a world of difference between such futile doodling as this and the thoughtful doodling of Albert Hirschfeld, New York caricaturist, whose work is shown on these pages. Mr. Hirschfeld's doodles always have a definite artistic aim and direction. They set out to effect a profound but justifiable change in the original subject. The change may turn Herbert Hoover into such an opposite character as John L. Lewis. It may, on the other hand, transmute one autocrat like Harold Ross, dictatorial editor of the *New Yorker*, into another autocrat like Joseph Stalin, dictatorial ruler of Soviet Russia. The basic rules of doodling insist that the strokes used to change the character be few but telling. And the strokes should augment rather than distort the original features.



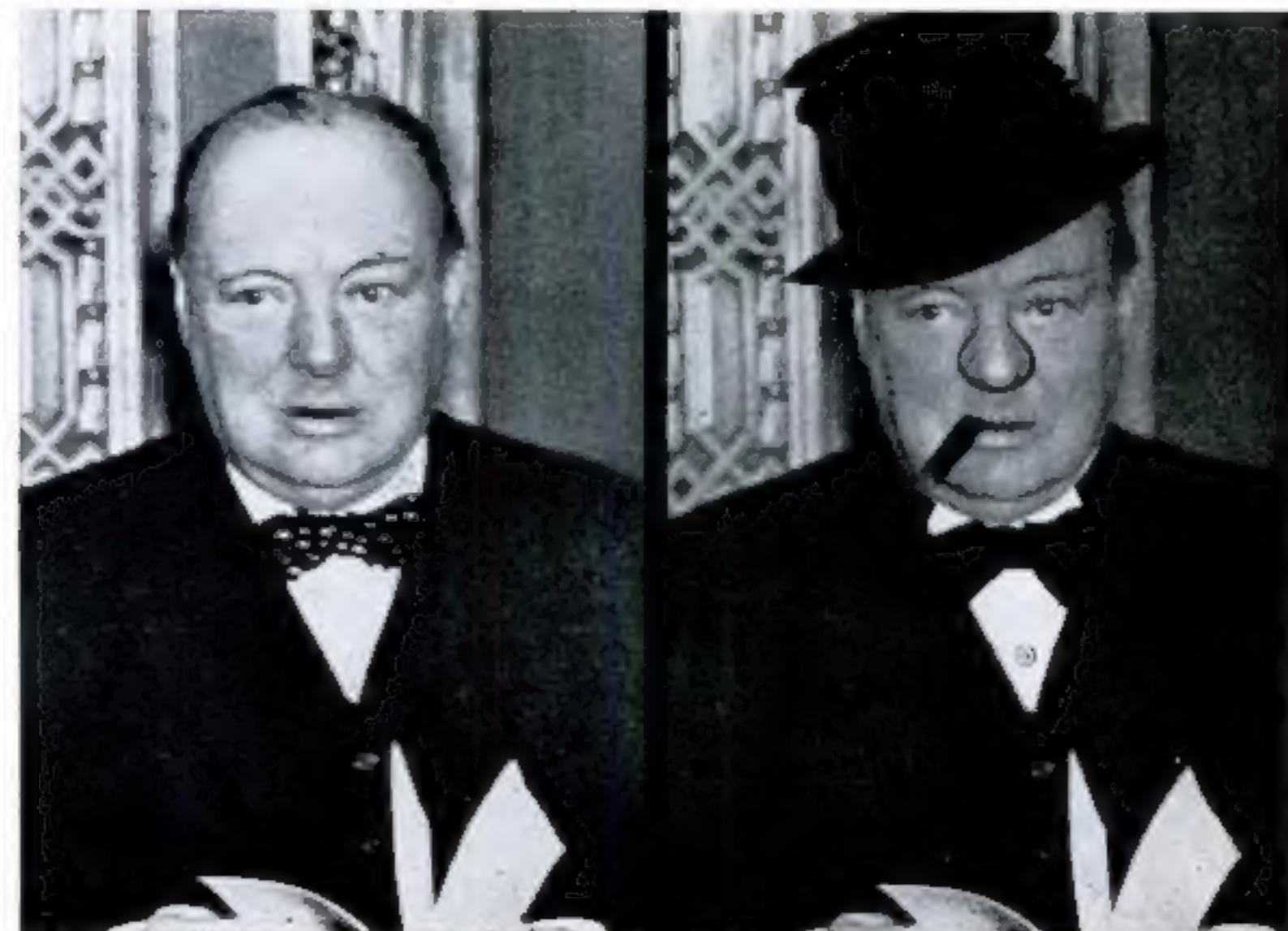
MAXIM LITVINOFF INTO OLIVER HARDY



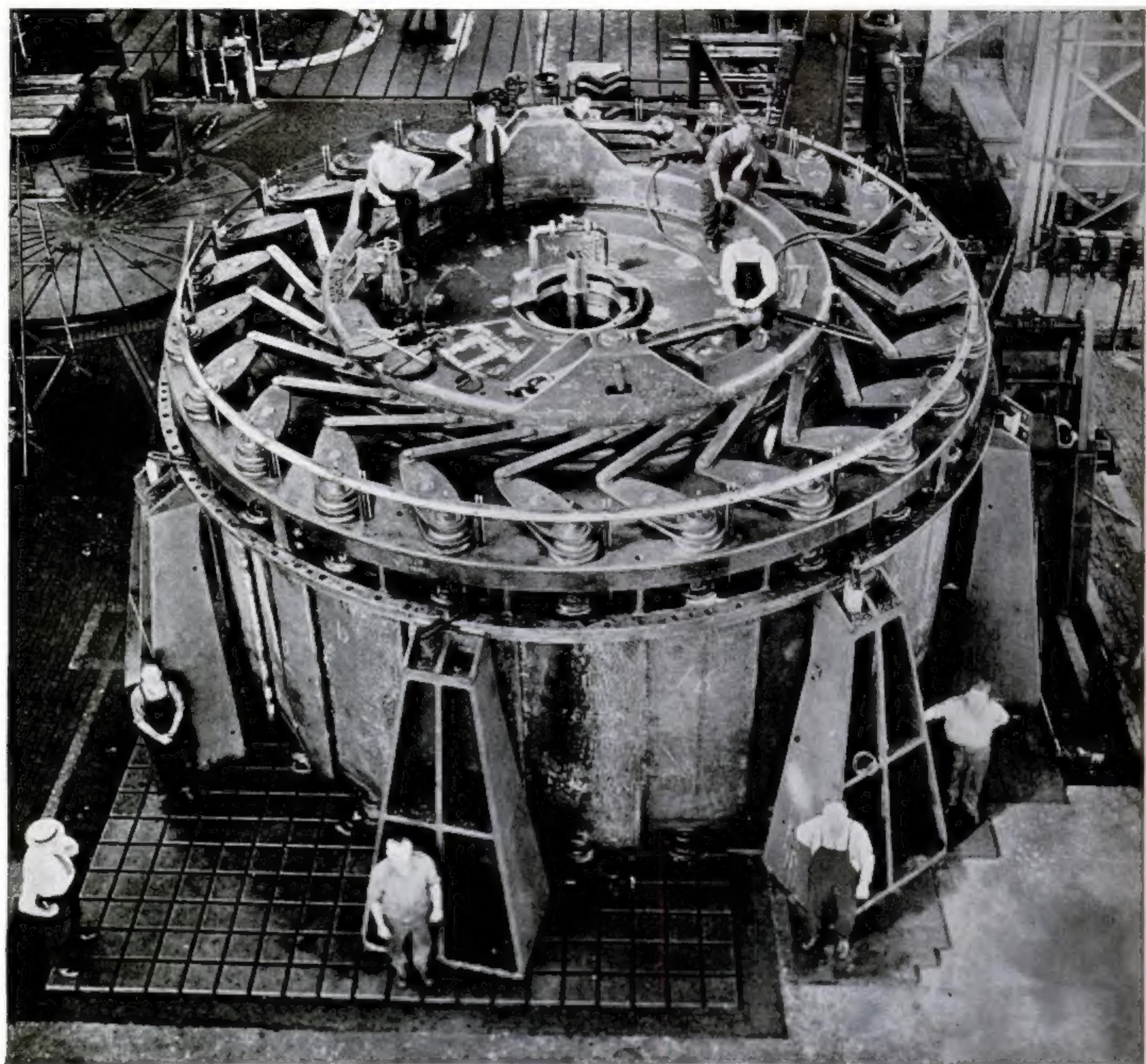
WILLIAM BEBEE INTO MAHATMA GANDHI



FIORELLO LAGUARDIA INTO PIERRE LAVAL



WINSTON CHURCHILL INTO W.C. FIELDS



## If Drinks Rivers

*A typical example of Goodrich development in rubber*

THROUGH the openings in this huge turbine, set at the base of Wheeler Dam, the Tennessee River roars and rushes. Around spins the turbine, which turns a shaft three feet in diameter, and this shaft turns an electrical generator.

With the shaft bearing surrounded by water it would be awkward and troublesome to lubricate with oil or grease. In the past, wood bearings (water lubricated) have been used, but

grit in the river water cut into the wood, scored the shaft, led to costly replacement.

Then Goodrich developed a rubber bearing, made of a special Goodrich rubber soft enough to depress and roll away any dirt or sand, yet stout enough to stand the brutal wear of the spinning shaft.

Lubricated perfectly by water, as rubber can be, the Goodrich bearing, installed in this J. P. Morris Turbine,

solved the problem—the turbine shaft now spins in rubber—and the Wheeler Dam will produce without fear of shutdown for bearing replacement.

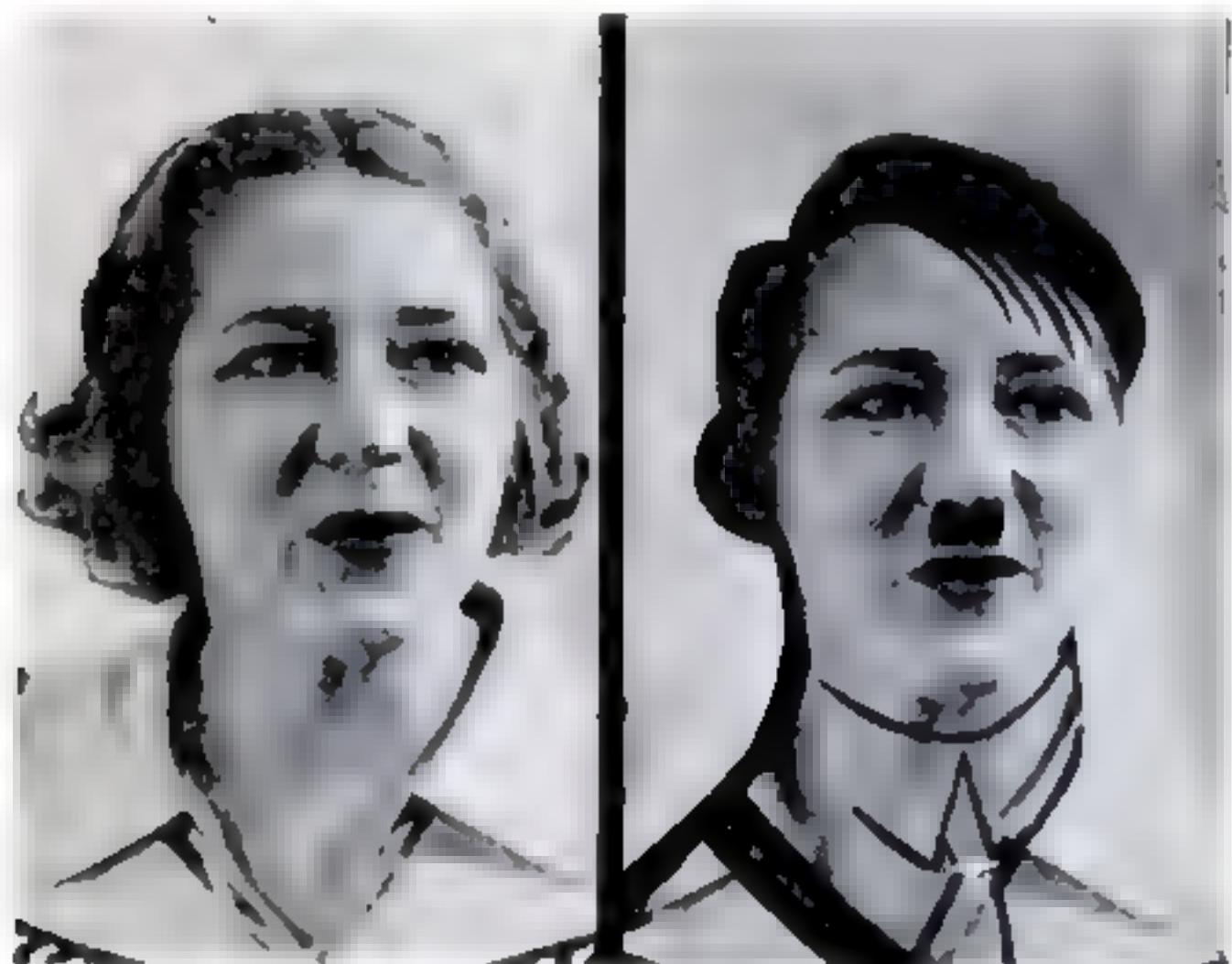
In the 32,000 rubber items which Goodrich makes, hundreds of different kinds of rubber are employed and that number is being increased constantly by Goodrich research which never stops. When a Goodrich representative or distributor talks to you—whether it is about some spectacular problem such as a turbine bearing, or a standard matter such as how to make a belt or

hose last longer—he has at his disposal all the facilities of these hundreds of different rubbers, all the skill gained by years of research, all the experience gained by developing these 32,000 different items serving practically every industry in the world. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

**Goodrich**  
ALL *product problems* IN RUBBER

## SPEAKING OF PICTURES

(continued)



MARY PICKFORD INTO ADOLF HITLER



THEODORE ROOSEVELT JR. INTO JOE E. BROWN



Caricaturist Albert Hirschfeld is not above using himself in a photo-doodle. Above left is Mr. Hirschfeld, who is one of the few major New York caricaturists with a beard. Above right is Mr. Hirschfeld's self-doodle, a likeness of Haile Selassie, onetime Emperor of Ethiopia. Mr. Hirschfeld is a regular contributor of caricatures to the drama sections of the *New York Times* and *Herald Tribune*. He is also author-artist of a book of caricatures of Manhattan speakeasy owners.

**NEW  
REMINGTON  
Noiseless  
PORTABLE**

try

**THIS AMAZING BARGAIN  
FOR 10 DAYS...in your home!**

**10¢  
a day**

Until you've used a Remington Noiseless Portable in your own home, you'll never realize how valuable it can be in your personal and business life. It will help you to develop your ideas—to put your plans on paper—to spend your spare time in constructive, enjoyable work. That is why REMINGTON RAND offers you TEN DAYS FREE TRIAL. Use your Remington as much as you like. Then, after ten active days, if you are not completely satisfied, return it at our expense—we pay transportation charges both ways.

**Invest 10¢ A Day Under This  
Convenient Easy Payment Plan!**

It's so easy to own a Remington Portable! Under our direct factory plan you get the newest, latest, factory-built and tested Remington Portable for 10¢ a day. Your investment will pay you a handsome dividend in convenience and pleasure. Long after the 10¢ a day plan is completed your Remington will continue to give you years of service.

**The All-Purpose Type-  
writer for Home and  
Office Use!**

Use your Remington Portable at home—in the office—at school, meetings, lectures—for memos, plans, notes, ideas. It's portable—easily carried on vacations, business trips, from home to office and school. And it's NOISELESS—so quiet that it types in a hushed whisper. You can type

ANYWHERE—ANYTIME—late at night, without disturbing others. Even if you've never typed before, the FREE Self-Instructor Course will teach you touch typing easily and quickly. A special carrying case cushions your Remington for safe transportation and doubles as an overnight bag.

**Guaranteed by Remington Rand**

Your Remington DeLuxe Portable is guaranteed to be a brand new, latest model—NOT a rebuilt. It has ALL the modern features of the big office machines: standard four row keyboard, standard carriage width, handset tabulator, composition keys, automatic ribbon reversal, two color ribbon shift, line spacer, adjustable margin stops, etc. It is guaranteed to meet with your complete approval or your money will be refunded in full.

**Home Typing Course . . . Free!**

You can learn to typewrite at home—easily, quickly, conveniently. Free 19 page course teaches you the Touch System. Instructions are clear and concise so that anyone can learn to type.

**Coupon Will Bring  
Complete Details**

We'll be glad to send you without obligation an illustrated catalog that describes all the famous Remington Portable models. Study the surprisingly low prices and the remarkable 10¢ a day plan. Take advantage of the special 10 day free trial offer. Mail the convenient coupon below for full details!

**REMINGTON RAND Inc.**  
315 Fourth Avenue, Dept. 15-B1, New York, N.Y.

**10-DAY FREE TRIAL COUPON**

Remington Rand Inc., Dept. 15-B1

315 Fourth Avenue, New York, N.Y. Name.....  
Please send FREE illustrated catalog describing all seven Remington Portable Models and full details of the 10¢ a day plan, Free typing course and 10 day trial offer. This is not an order.

Address.....

Town..... State .....

# Paramount Gives a Party!

## "ARTISTS AND MODELS"

New Paramount Musical makes Beaux Arts Ball  
look like Flea Circus!...

**I**N LAVISH MOOD after success of Jack Benny pictures, "Big Broadcast of 1937" and "College Holiday," Paramount buys famed show title, "Artists and Models," sets Jack at head of all-time, all-star hit cast, builds biggest musical picture production since birth of sound. Artists and illustrators: Peter Arno, McClelland Barclay, Arthur William Brown, Rube Goldberg, John La Gatta, Russell Patterson, pick all-American model chorus, Ted Koehler, Victor Young, Burton Lane, Frederick Hollander, Harold Arlen, Leo Robin, Hollywood's hit makers, make hit tunes such as smooth "Whispers in the Dark," hot "Public Melody No. 1," amusing "Stop! You're Breaking My Heart," goofy "Sasha, Pasha Opening." Raoul (Cockeyed World) Walsh directs. Radio's maestro of sophisticated, symphonated swing, Andre Kostelanetz, Harlem's maestro of undulating, tempestuous, timpanyphony, Louis Armstrong, beat inspired batons above their celestial choirs of wood-winds, of brasses. For such a production, for such a picture, stupendous is a weasel word, colossal a diminutive.



**Jack Benny** fiddles with trouble. Jack is wearing a Beaux Arts costume. His pants are at the cleaners.

**Most Beautiful Model**  
The Sandra Strome, above, is drawn by McClelland Barclay, at right, as being drawn by the same McClelland Barclay.



**Martha Raye**... goes into black face to sing the thundering "Public Melody No. 1."



**Proving . . .** that art may educe artem but you can't beret that Benny personality!



**Luscious Luminary** Gail Patrick who proves a gal can be beautiful and far, far from dumb. Ask Jack.



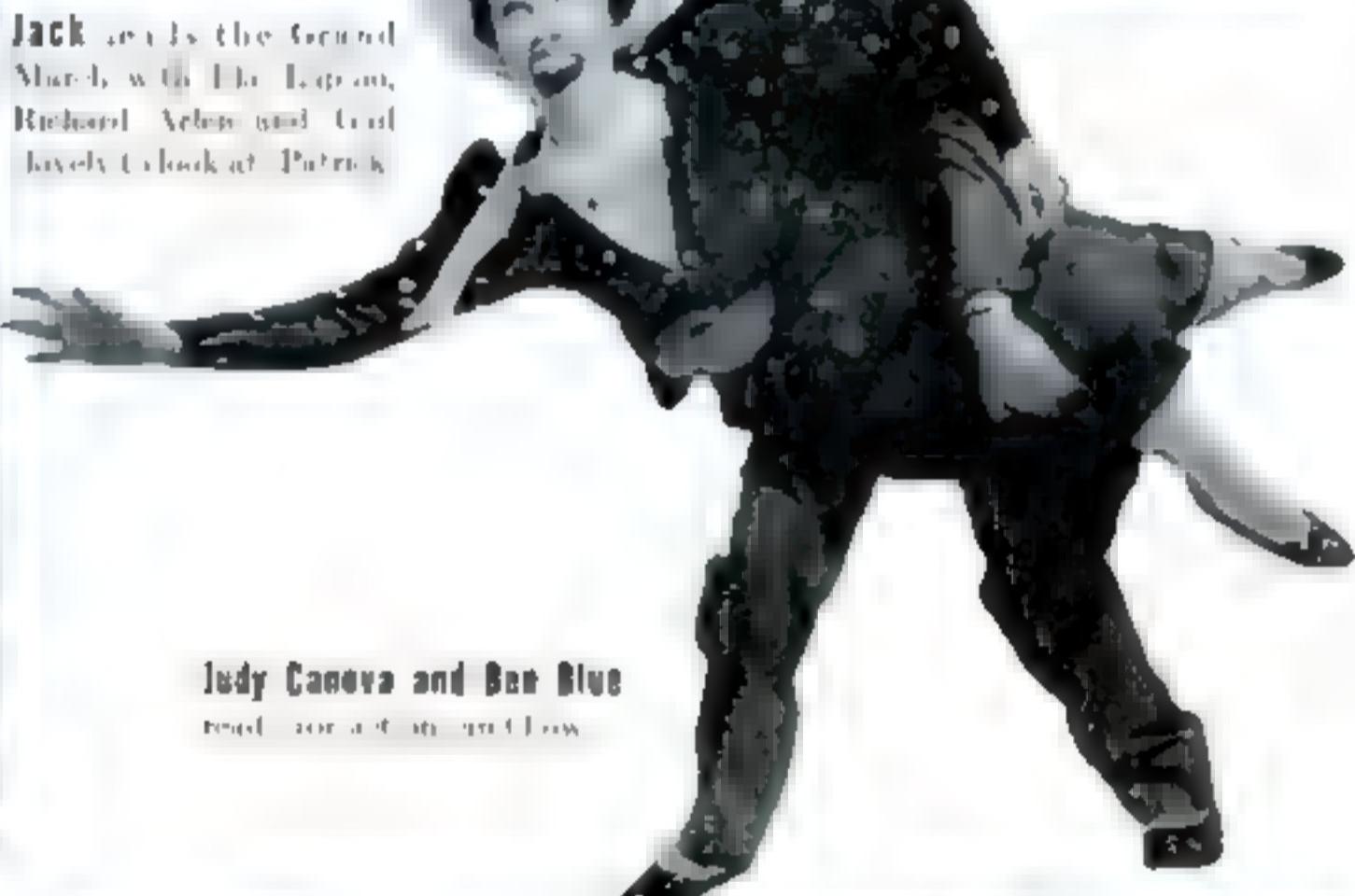
**Sandra takes** the Pen and Brush Boys by Storme: Peter Arno, Arthur William Brown, McClelland Barclay, Rube Goldberg, John La Gatta and Russell Patterson, all-American Artisticators, bow to Sandra's beauty—an easy job!



**Louis Armstrong**—Jazz is swing  
Bands in every corner



**Andre Kostelanetz**—The Gershwin  
orchestra in royal rhythm



**Judy Canova and Ben Blue**  
Based on a story by Lew



**Multitude of Pulchritude . . .** Just a few glimpses of the eternal feminine in the Paramount Manner. From any angle you will notice "Artists and Models" is aesthetically, convincingly, yes, even frankly, a picture for the ages—all ages!

# WE REPLACED AN ENEMY WITH A FRIEND . . .

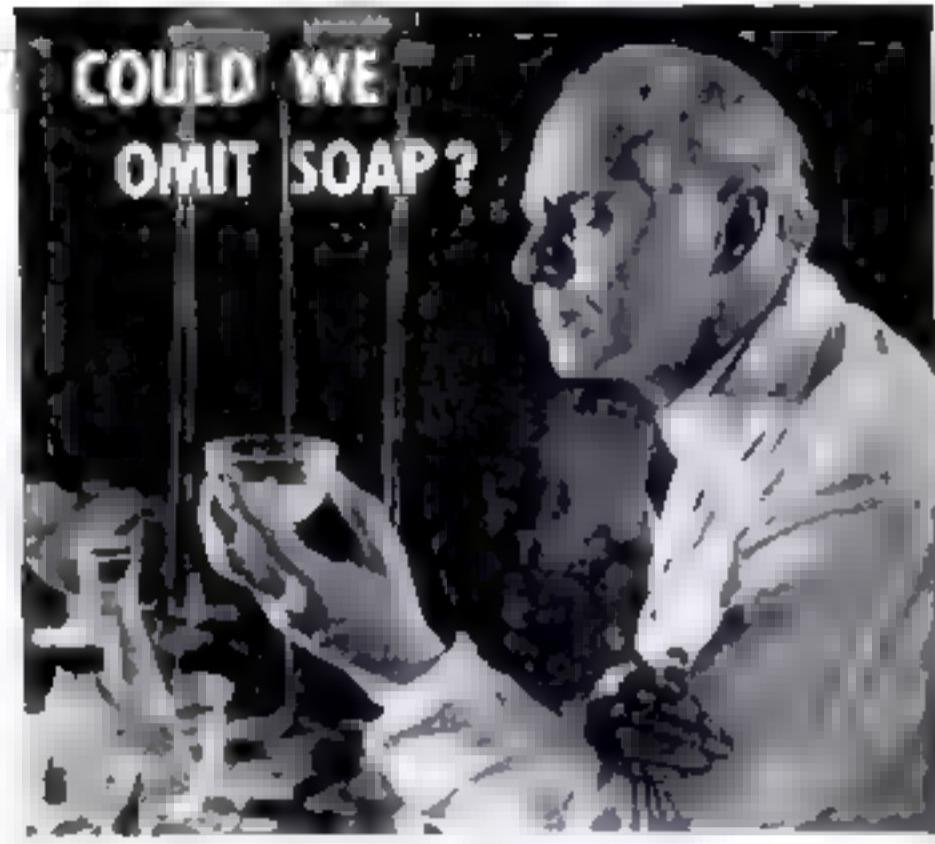
## and created a delightful new soapless Tooth Powder



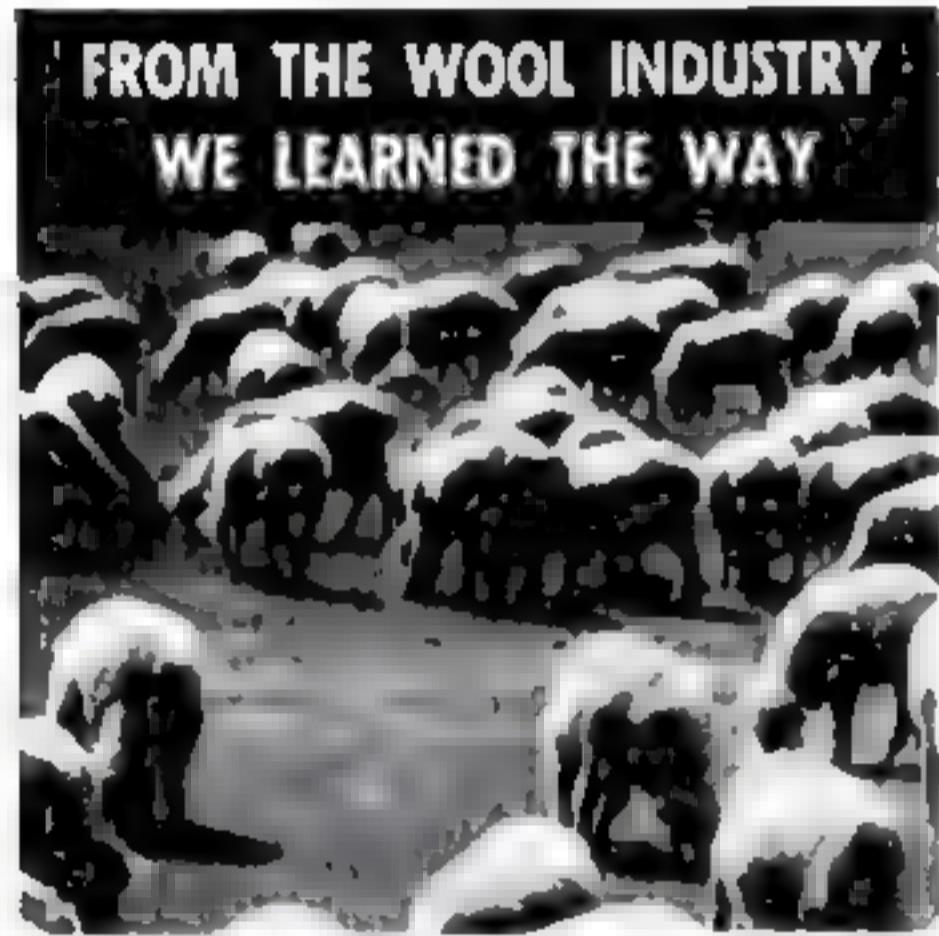
Just as cats and dogs are natural enemies in the animal world . . .



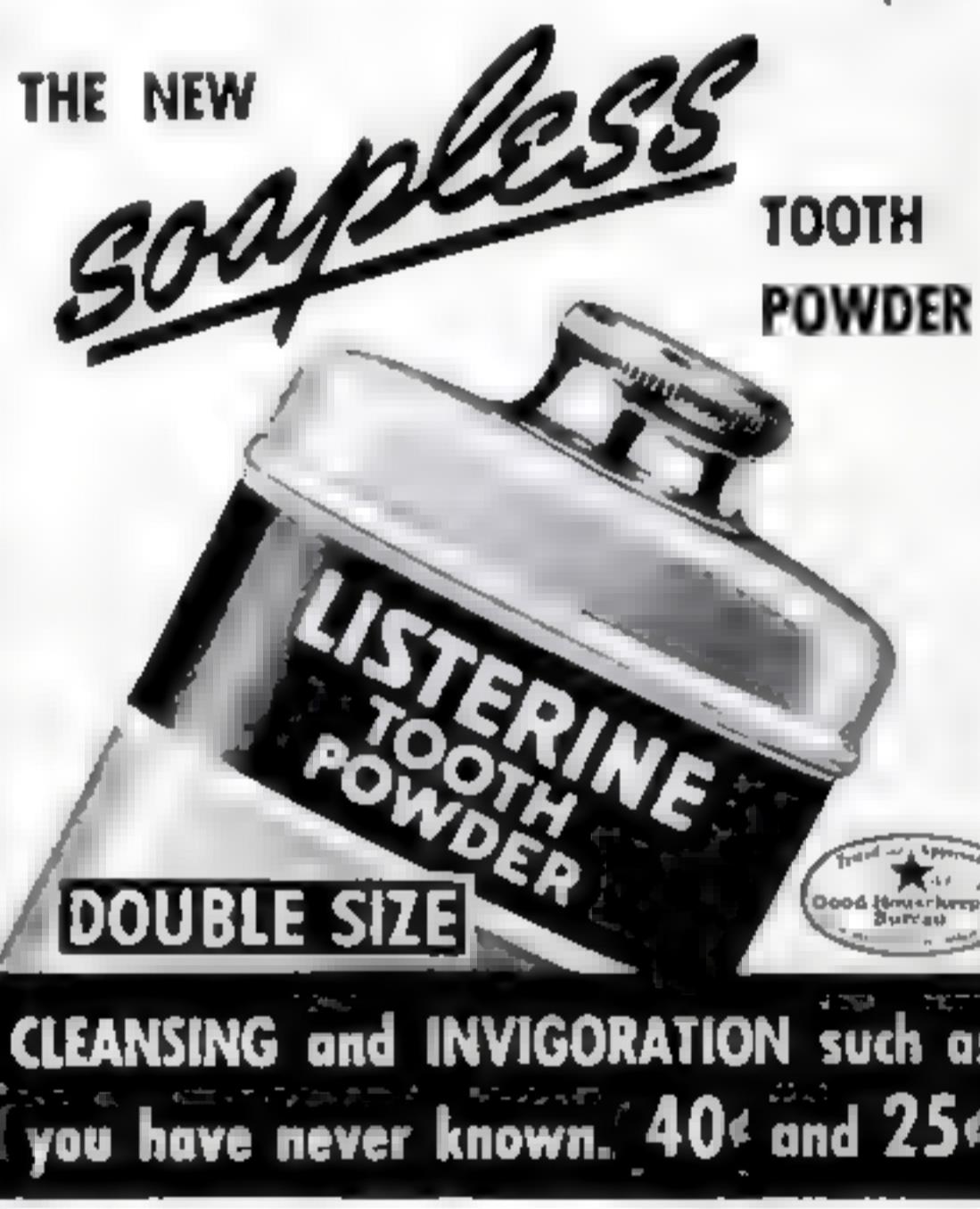
So in the chemical world are certain wonderfully fine cleansers which are "chemical enemies" of soap, and hence could not be used in tooth powder that contains soap.



If we could use these 100% costlier polishers and cleansers, our research men argued, we could produce a tooth powder simply without equal. We must find something to take soap's place.



The wool growers found that soap was not washing wool clean enough to take coloring properly. After countless experiments, they turned to an amazing new ingredient that out-cleans soap—even outfoams it. That ingredient we now include in Listerine Tooth Powder.



**DOUBLE SIZE**

**CLEANSING and INVIGORATION such as  
you have never known. 40¢ and 25¢**



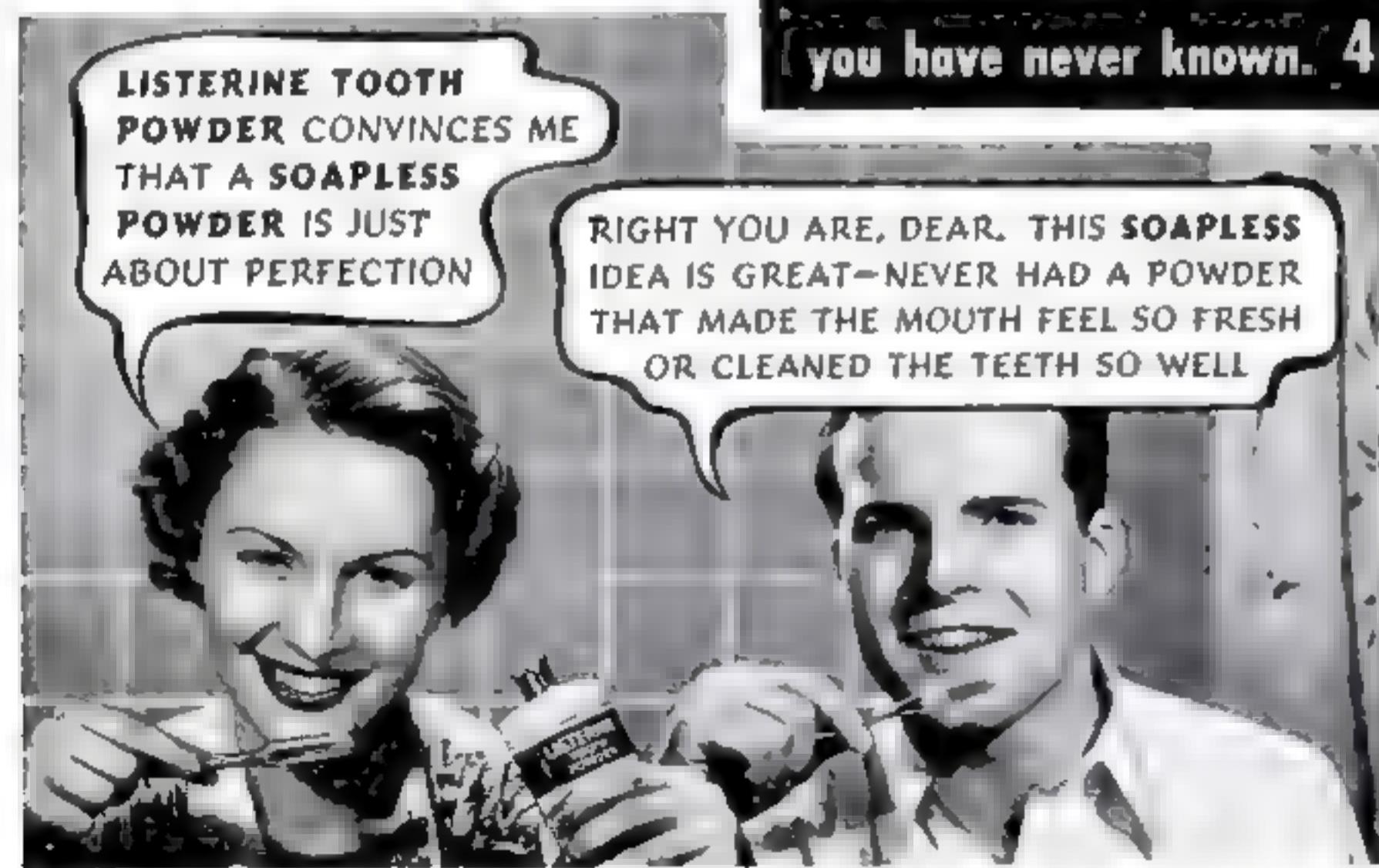
**Rub it between your fingers**

*None of that greasy feeling you get with ordinary tooth powders; just clean, satin-soft cleansers 100% sootier.*



**Sprinkle it in the air**

*See how it floats there—so light, so dainty—instead of dropping quickly to the floor as heavier powders do.*



Even your dentist uses no finer powder. When we learned how to create a dentifrice without soap, we were able to employ the finest cleansing and polishing agents in the world. They cost up to 100% more than those found in ordinary tooth powders. Only three places in the world can supply them to our quality standards.

Combined with the marvelous new foaming agent, in itself a wonderful cleanser, they form a tooth powder that will simply delight you . . . that will make others seem old-fashioned, lazy, inadequate. Try the new Listerine Soapless Tooth Powder now. In two sizes, 40¢ and 25¢.

LAMBERT PHARMACEUTICAL COMPANY, St. Louis, Mo.

### FAMILY NEWS:

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# LIFE

REG. U. S. PAT. OFF.

Vol. 3, No. 5

August 2, 1937

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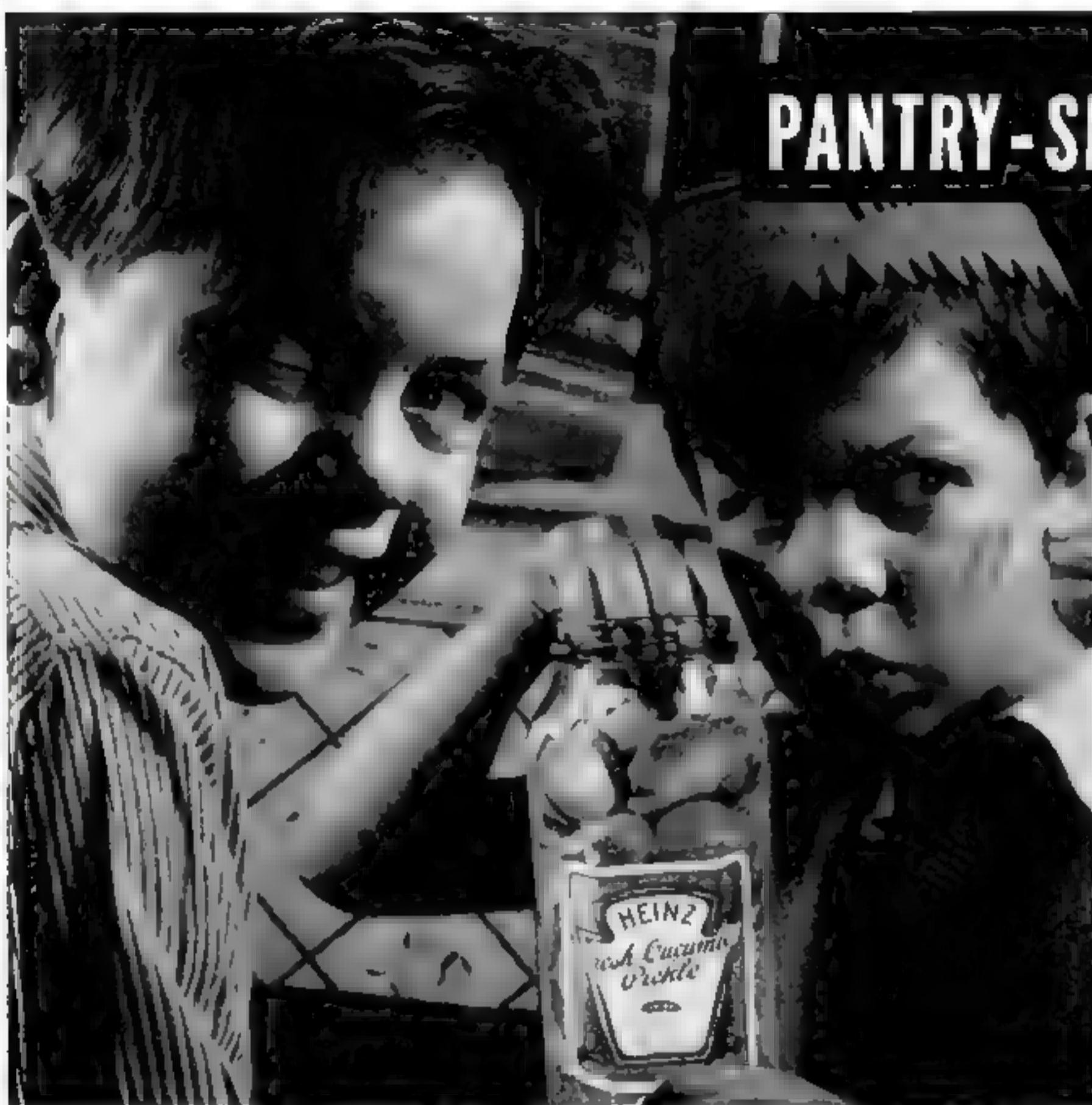
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# PANTRY-SNATCHERS' DELIGHT



**"MOTHER, WE CANNOT TELL A LIE!"** Caught in the net, these youngsters, with Washingtonian frankness acknowledge that the temptation held by a jar of Heinz Fresh Cucumber Pickle has overwhelmed them. They know Mother won't scold, for these crunchy slices of green jade are as good for you as a green salad!



**WHAT A PICKLE!** Man and maid apprehended indulging the almost universal human weakness for Heinz Fresh Cucumber Pickle. The understanding mistress smiles approval of this slight digression from established routine, for she knows that these crisp slices of piquant goodness, with their "garden-fresh" taste, are eminates of formality in any company. The old-fashioned flavor of Heinz Fresh Cucumber Pickle is the common denominator that makes the whole world kin!

**"LAND SAKES!"** When grandmother first tasted Heinz Fresh Cucumber Pickle, she said "I've made them that way for years. And she was right! A jar in your refrigerator will make you, too, a bit nostalgic for the old days on the farm and the sweet, stemming aromas of pickling day."



**AT THE RIGHT** is America's favorite pickle; with the flavor so highly praised by Thomas Jefferson—the taste folks just can't forget! Heinz cooks make Fresh Cucumber Pickle from "pedigreed" cucumbers, raised from eugenically-bred seeds. Vine-ripened, and pickled at the peak of their perfection! And remember it is one of the 57 Varieties.



**SOMNAMBULISTS** head straight for the refrigerator when there's a jar of Heinz Fresh Cucumber Pickle inside! And those addicted to midnight snacks deal to that before retiring, a sandwich of this delicacy—crisp, flavorful, not-sweet-and-sour—a perfection in gustatory nightcaps!



**WISE YOUNG LADY** finds a ready hand for lunch that never goes wrong: a "keep-alive" of Heinz Fresh Cucumber Pickle within reach of everyone at lunch and dinner! Used as garnish instead of mints. Instead of a salad. On the hot devorees platter. And partake of it generously to revive lagging appetites between meals.



WHEN YOU ARE IN ATLANTIC CITY VISIT THE HEINZ OCEAN PIER, THE SEASHORE HOME OF THE 57 VARIETIES

# LIFE

VOL. 3, No. 5

AUGUST 2, 1937



## THE U. S. WHEAT FARMER GETS A GOOD PRICE FOR A BUMPER CROP

This span of mules is pulling a hayrack full of wheat bundles across the stubble of Jacob Meyers' farm near Lenexa, Kan. A few days before, these bundles were fields of shimmering grass, a blanket of gold against the ground. A few minutes after this picture was taken in late June, they were being fed into a threshing machine and ripped apart into chaff and grain.

All over the vast wheatlands of the U. S.—in a great swathe east and west of the Mississippi and in the foothills of the far Northwest—this ritual of harvest has been going on since mid-June and will continue till mid-September. At this moment the hayracks are rolling and the

threshers clanking in the Dakotas. For three months the stream of gold that flows from such bundles will not stop. In a hundred thousand freight cars, in boats and trucks, it will cascade across the country—\$1,000,000,000 worth of edible wealth. Not in ten years have U. S. farmers reaped such a crop at such a price—nearly 900,000,000 bushels at more than a dollar a bushel. Years of drought, blight and low markets are forgotten in Nature's 1937 burst of bounty. With the competing wheat basins of Canada, Europe and Asia thinned by drought, with the world's grain reserve diminished by two lean harvests, and with acreage yields of 14 bushels, the U. S. farmer will once more jingle money in his pocket.

## A GOLDEN STREAM OF WHEAT FLOWS FROM THE THRESHER TO THE ELEVATOR

Since Jacob Meyers lives in the winter-wheat belt (see map p. 19), he sows his seed in the early fall. In late September the sprouts are up and remain green throughout the winter. During the balmy Kansas May and the blistering Kansas June, it grows 42 inches tall, heads out and ripens into swaying gold. June is the danger month. Drought may wither its kernels in their ripening stage. Rain may blight it with black stem rust.

But 1937 has been Jacob Meyers' lucky year. Late June found him reaping his planted rows, binding and shocking them. Then he called in the threshing crew: members of the wheat army that three months each year roam the mid-conti-

tinent wheatlands. Sometimes the Jacob Meyers have threshers of their own, more often they hire them. Harvest hands, ready to haul and pitch for 15 hr. a day, work from sunup to sundown for \$1.50. They move fast, in heat and dust and sweat, for now the kernels are ripe and must be winnowed before it rains. Into the clattering thresher goes bundle after bundle. Out of it, from one end, comes a wind-borne storm of chaff, from the other a stream of grain which Farmer Meyers trucks to his local grain elevator. Soon it will be swelling the mighty rivers of wheat that are now flowing to Kansas City, Minneapolis and Chicago mills and markets in one of the greatest freight movements of all time.



Pitching wheat bundles into the thresher requires two men on Jacob Meyers' Kansas farm. The thresher (in centre) runs on tractor power, moves the bundles on conveyer belts to the separator, where the grain is winnowed. Chaff is blown out of the pipe (top) to form the straw pile seen near every farmer's barn, used by every farmer to bed down his cattle.

The grain truck groans with a load of wheat just poured from the spout of the threshing machine. When it is completely filled and shoveled level, Jacob Meyers will drive it down to his local grain elevator. There it will be reloaded into freight cars for Kansas City. At well over \$1 a bushel, this truck signifies hard cash in Jacob Meyers' pocket.





The 30 bushel bin of a harvesting combine is here being dumped into a grain truck by Vincent Miller near Garnett, Kan. Combines are seldom used on wheat fields smaller than 300 acres. They reap and thresh all in one process while moving down the field.



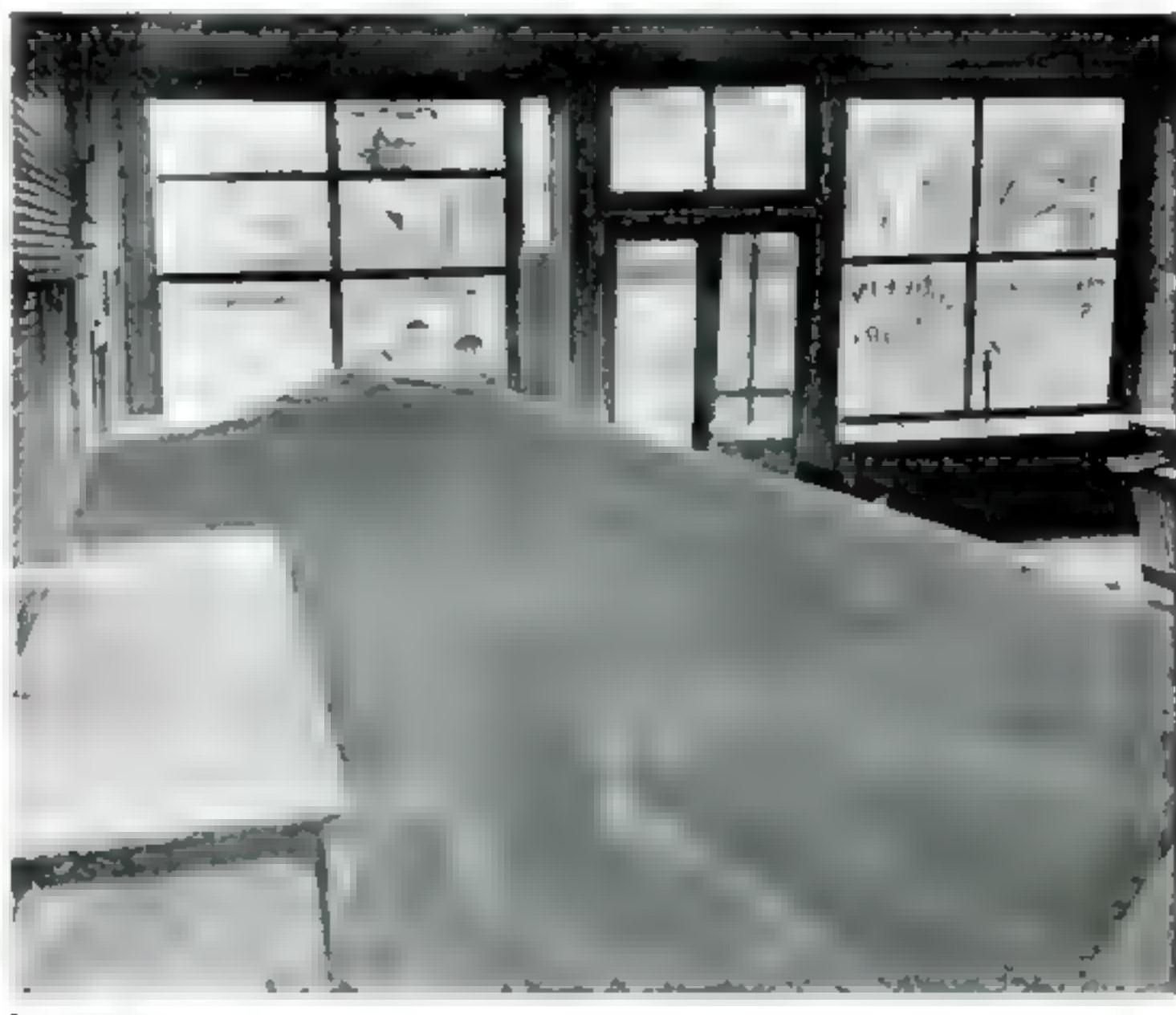
Dunes of wheat pile up outside grain elevators in the Texas Panhandle after a sudden reversal of the nature cycle converts what threatened to become a desert into an abundant wheat basket. Here are 10,000 bushels, awaiting their turn to go into the Hereford elevator.



The wheat army follows the seasonal rhythm of harvesting up from the Texas Panhandle to the Canadian border. Mid-June saw them in northern Texas squatting around the chuck wagon during their noon meal, while the cook beats the bottom of a wash tub for stragglers.



Out of the spout of a Kansas thresher comes this gush of golden grain, primary food crop of man. Kansas produces one-fifth of the nation's wheat. So heavy is this year's harvest that, for the first time in four years, the U. S. may once more export wheat abroad.



An empty store was bought as an emergency elevator by C. A. Gordon, Prairie Center, Kan. farmer, who harvested so much grain this year from his 103 acres of prairie wheatland that he did not know where to put it. Here are 700 of his bushels in temporary storage.

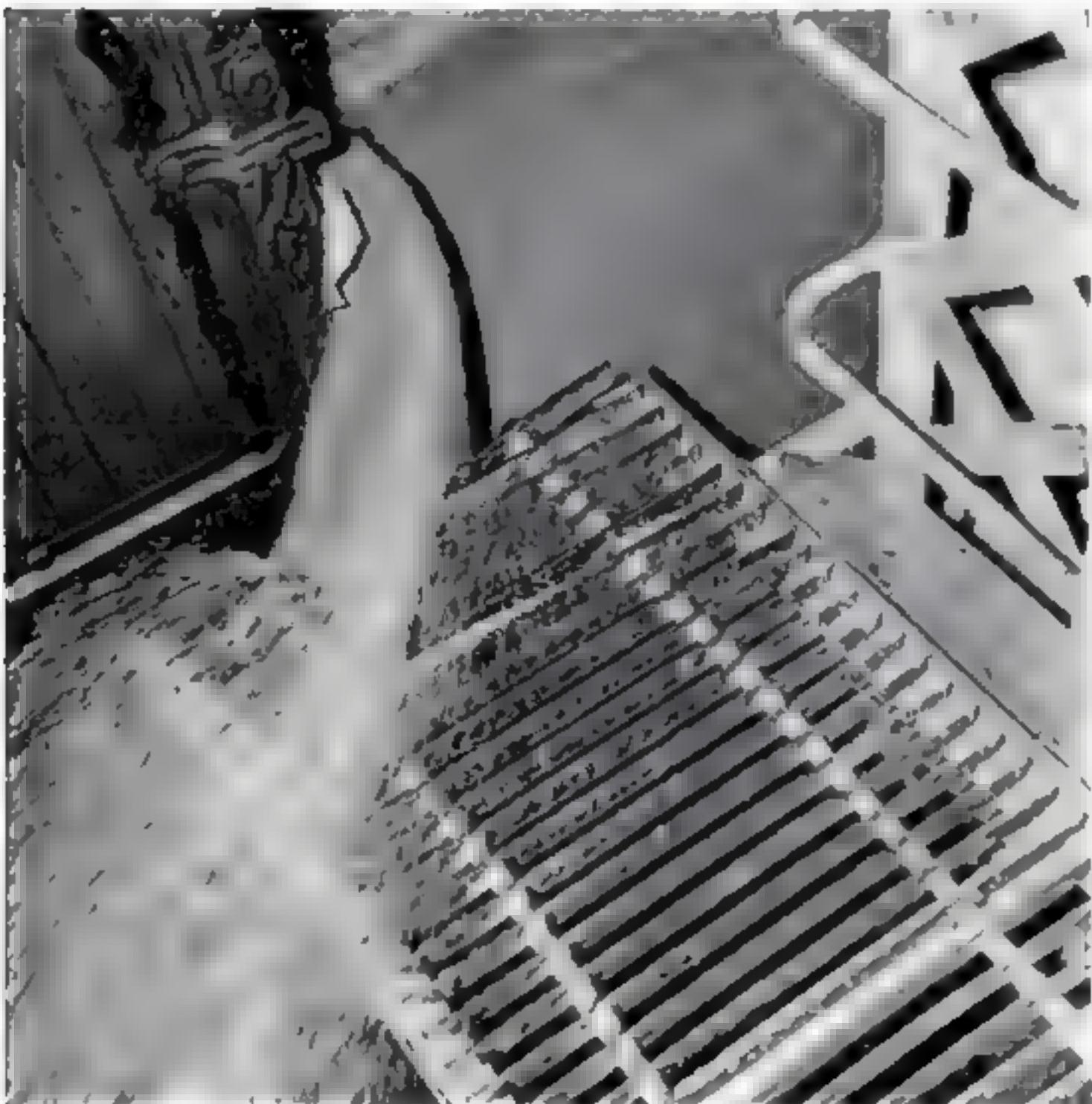


Day's end finds weary harvest hands, rolled in blankets, sleeping in the fields on bundles of wheat. This week they will be harvesting the Dakota prairies. Soon they will finish their annual trek over 2,000 miles of U.S. wheat belt in fields along the Canadian border.

CONTINUED ON NEXT PAGE



A carload of wheat is hefted into the air by a mammoth machine at the Santa Fe elevator, Turner, Kan., tilted sidewise and in 10 min. emptied into a hopper. Boxcar and grain weigh 150,000 lb. Grain shipments at Turner on July 6 broke all known records (3,366 cars).



A torrent of wheat is streaming out of the door of this tilted boxcar. An average boxcar holds 1,500 bushels. At the current price of \$1.15, this flow is worth \$1,725. From here the wheat goes to a weighing machine, then into 100-ft. elevator pits (below) for the miller.



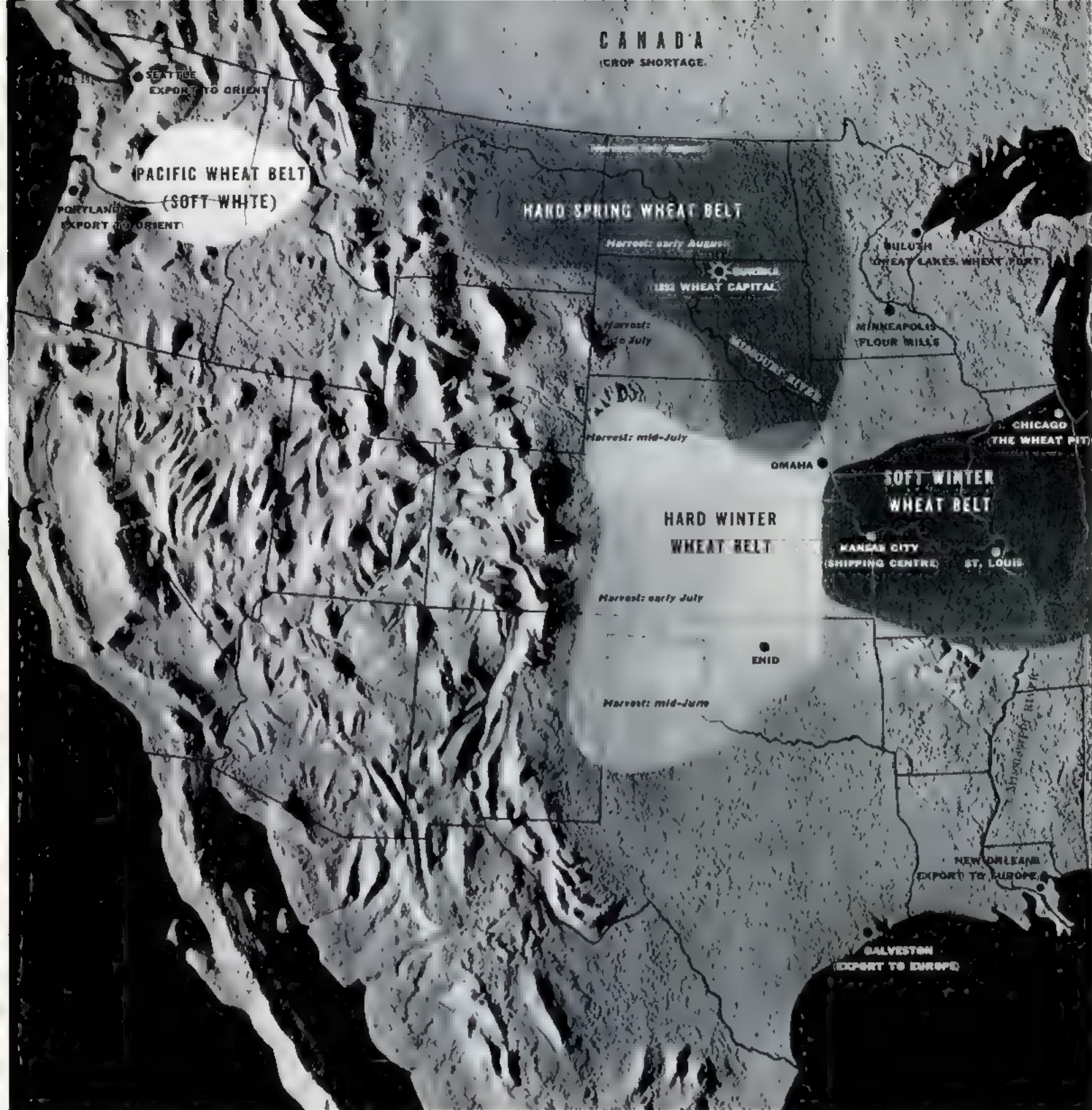
## EVERY CARLOAD OF WHEAT IS TESTED

(continued)

**K**ey wheat market of the U. S. is the wheat pit of the Chicago Board of Trade. This big square room where, with frantic gestures and grimaces, brokers buy and sell a dozen times over the grain the nation's bread is made of, has gone imperishably into U. S. literature in such classics as Frank Norris' *The Pit*. But before it is sold, every carload of grain must be tested. For this purpose the State of Illinois maintains in Chicago a scrupulously scientific laboratory where wheat is sifted, sorted, graded, marked. No boxcar that rolls into the Chicago yards escapes the sharp eye of the State. Testers climb into it, take samples, bag them, label them, turn them over to the testing machines. Here the kernels are run through a moisture meter (dry wheat is best), are measured and weighed, tested for protein content, scrutinized with tweezers for dockage (weeds, wild garlic, weevils), smelled for mustiness. No. 1 grade weighs 60 lb. per bushel, brings a premium,



The wheat tester climbs over the door guards into a grain car (1) in the Chicago yards to take testing samples. Inside he sinks his grain probe deep into the heap (2 and 3) and twists the handle to close its 11 openings. Then he withdraws it and with another twist, empties it into a strip of canvas (4). He makes five such probes in each part of the car to fill the four-quart sample bag with which he climbs out (5). At the testing laboratory the samples are smelled by a grader to detect sour or musty sprouting odor (6).



## FOUR GREAT U. S. WHEAT BELTS YIELD A RICH HARVEST

There are some 275 standard kinds of U. S. wheat grown in four great regions. Hard spring wheat (see map), grown in the Dakotas and Montana, is a shade the best. Sown early in the short northern spring, its flinty pith and high protein content make it ideal for bread flour. Hard winter wheat, planted in autumn in the warmer South Central States, is almost as good for bread. Together these two belts, stretching from Canada to northern Texas, form 68% of all U. S. wheatlands. From the eastern wheat belt comes soft winter wheat. Having more moisture and less protein, it fetches a lower price, is used mainly for pastry flours. The soft white wheat of the Pacific belt is likewise of a lesser grade.

Harvest time for the wheatlands starts in the Texas Panhandle in mid-June. It then moves northward at the rate of about 100 miles a week. Two weeks

later it has reached Kansas. By mid July it is going full blast in Nebraska. Late July and early August find it in the Dakotas, late August in Montana. As soon as grain is threshed, it flows to its great regional shipping and milling points. Minneapolis, Duluth and Chicago in the North; Enid, Kansas City and Omaha in the South; St. Louis and Buffalo in the East. This year, for the first time since 1933, it may be shipped in quantities to Seattle and Portland for export to the Orient; to Galveston and New Orleans for export to Europe. On August 1, the world market, indexed at Liverpool, officially records a new world crop. Since blight-stricken Canada will have the smallest harvest in years and European harvests are generally lean, the U. S. wheat market this year will have to drop but little (approximately 10¢ a bushel) to meet the world price.

(continued)



**Eureka** In 1892, when it was the largest primary wheat-shipping point in the world, was crowded day and night with horses and wagons loaded with sacks of grain. Farmers hauled their wheat, often by ox team, from 23 miles around.

**Eureka today** (below), though shorn of prestige, is a neat little town of 1,400, with a ball park (left foreground) beside the Eureka Lake and a main auto highway (right). Its grain elevators line the railroad track (above, centre).

## EUREKA, S. D. WAS ONCE THE WORLD'S WHEAT MART

Forty-five years ago, Eureka, S. D., was the "wheat capital of the world." At the farthest end of the new Chicago, Milwaukee & St. Paul Ry., it became the funnel into which the wheat fields of the Dakotas emptied. Into this prairie terminal came also train-load after train-load of Russian born German immigrants. Of fine farm stock, intelligent, sturdily and pious, these pioneers, who for three generations had withstood the efforts of the Czar to Russify them, found in South Dakota the freedom they coveted. They staked out claims, built sod houses and broke the prairie soil. In their new-found freedom they thrived, grew well-to-do, raised large families, husbanded big farms. So prosperous was their community that 92 commission houses had agents there to buy in the grain crop. With 42 grain elevators handling 4,000,000 bushels a year, Eureka became the Milwaukee's most profitable station, with earnings of \$100,000 a month. Railroad expansion soon sapped the little city's trade, but it remains a thriving wheat community, so loyal to the railroad that gave it glory that there are no auto-truck lines to Eureka. On June 16-18, Eureka relived the grandeur of its past. For three days it celebrated its Golden Jubilee with parades, banquets, speeches and special homage to the silver-haired pioneers of its wheat fields.





**A typical wheat farm**, three miles north of Eureka, is here caught by the airplane camera. The land is flat and fertile. The rockier parts (*left*) are pasture. A dirt road leads to its cluster of buildings: barns, dwelling, sheds and outhouses. There are two ponds for

cattle. In early days most Eureka farms boasted 700 acres or more. Each son of the large pioneer families received, on marriage, 100 acres, four horses and necessary farm implements. Today, Eureka farmers no longer have large tracts of land to give to their sons.



**Pioneer grain merchant** of Eureka is Solomon Isaak who, with his wife, Maria, had 14 children, owned several grain elevators. Now 72, he is bedridden.



**Eureka's grain elevators**, on a siding of the Chicago, Milwaukee, St. Paul & Pacific R.R., still thrive. Some of the 42 once so busy, have vanished. One of Solomon Isaak's sons manages Isaak Grain Co. (*left*).



**A new tractor** has just been bought by Adam Preszler, Eureka wheat farmer. With a bumper crop yielding farmers an average of \$1,000, farm-machinery sales will go up in 1938.



This is the face of the man who broke the northern plains. He is Wilhelm Schumacher of Eureka, S. D. Eager for freedom in the new world, he and a large party of German settlers in South Russia sailed to America in 1889, came in a body to Eureka, then at the spur end of the C. M. & St. P. He chose his land, filed his claim and built himself a sod house with shiplap finish inside. His first stove was of sod and stone built in the ground. His first farm tools were a yoke of oxen, a secondhand wagon, and a breaking plow bought on credit. His first

trip to church services at a neighbor's was made on a stoneboat driven by oxen. Despite poor land and tornadoes, Wilhelm Schumacher prospered moderately and raised eleven children. One of them, August, is today mayor of the town to which his father came as an immigrant. Two years ago, on his 90th birthday, 200 people gathered at the old Schumacher homestead to revere this grizzled old pioneer of the wheatlands. Most of them were his children, grandchildren and great-grandchildren. Today, at 92, he is the Patriarch of Eureka.



The cattle pond of the Schumacher farm, after years of drought, is full again. Here Christiaan, son of Pioneer Wilhelm, looks over his green pastures and his sheep and his cattle and finds them good. His farm, not the original homestead, is 18 miles east of

Eureka. Wheat is no longer his sole crop. He now grows secondary grains, sells wool and mutton, relies for a good share of his profits on his purebred dairy herd. Like the rest of the Schumachers, he is successful in all he undertakes and is respected in his community.



A parade opened Eureka's Golden Jubilee June 16. Ox teams and covered wagons recalled the western migrations. Young Eurekans grew beards to impersonate their pioneer fathers.

A pioneer couple are Martin and Christina Gross, who came with one of the early bands of German-Russians. Christina cuts a loaf of homemade bread in "old-country" fashion.



The Shawl Club marched in Eureka's parade to honor the city's pioneer German women. The Kopftuch (headcloth) custom came from South Russia. Note the grain elevator in background.

Shawl wearers to whom the shawl is native are these old Eureka women, who, in pioneer days not only cooked, sewed and reared children, but worked in the fields beside their men.



## LIFE ON THE AMERICAN NEWSFRONT: SENATORS BURY THEIR LEADER AND THE COURT BILL



**A**t 10 p.m. on July 16, a special funeral train left Union Station, Washington (see left) carrying 38 Senators, 23 Representatives, a handful of guests and the body of Senator Joseph T. Robinson, the late Majority Leader, to Little Rock, Ark. Senator Robinson's death had come at the climax of the historic fight over the President's bill for Supreme Court reform. As the funeral train sped west, the constitutional battle was being fought

in every car. Senators gathered in knots in the club car, argued in the diner, disappeared in little groups into smoke-filled compartments. There was not one battle but two, for Senator Robinson's death had brought on a bitter struggle for his job as Majority Leader. The rivals were Senator Barkley of Kentucky, a champion of the Court Bill, and Senator Harrison of Mississippi. The round trip to Little Rock took three days. By the third day it was clear that the Court Bill was doomed. The leadership fight was still nip and tuck. Arriving back in Washington, the Democratic Senators held a caucus and elected Senator Barkley as Leader, 38-to-37. The White House, pleased with this narrow victory, raised no objection to a decision closer than any of the Supreme Court. Next day, on July 22, the Senate voted 70 to 20 to recommit the President's bill, thus burying all of it that concerned the Supreme Court.



The club car on the Robinson funeral special was a beehive of politics at all hours, with Congressmen and Senators deep in discussion. On the left side of the car, Senator Schwellenbach of Washington (near side of lamp) and Duffy of Wisconsin (far side) are reading. Local papers were taken aboard at every stop and most were found to have editorials denouncing the Court Bill.



**Senator Barkley lines up votes** for the Majority Leadership by some quiet work in the dining car. He is standing by the table of Senators Connally of Texas (left), Reynolds of North Carolina (by window) and Russell of Georgia (back to camera).



**Senator Harrison likewise** lined up votes in the diner, but at the moment this photograph was taken he was lost in thought, possibly of Joe Robinson, who was his close friend for many years. His table companion is Senator Overton of Louisiana.



**Congressman McReynolds** reads the latest newspaper stories about the Leadership fight. New Dealers regretted their failure to route the train farther south, where some papers favored the Court Bill.



**At the grave** of Senator Robinson, white-suited colleagues line up in the rain. Left to right: Minton (Ind.), who hopes to be appointed to the Supreme Court; O'Mahoney (Wyo.), who angered his political godfather Jim Farley by voting against the Court Bill; Austin (Vt.) and Vandenberg (Mich.), Republicans both; Barkley (Ky.), Russell (Ga.) and Reynolds (N.C.).



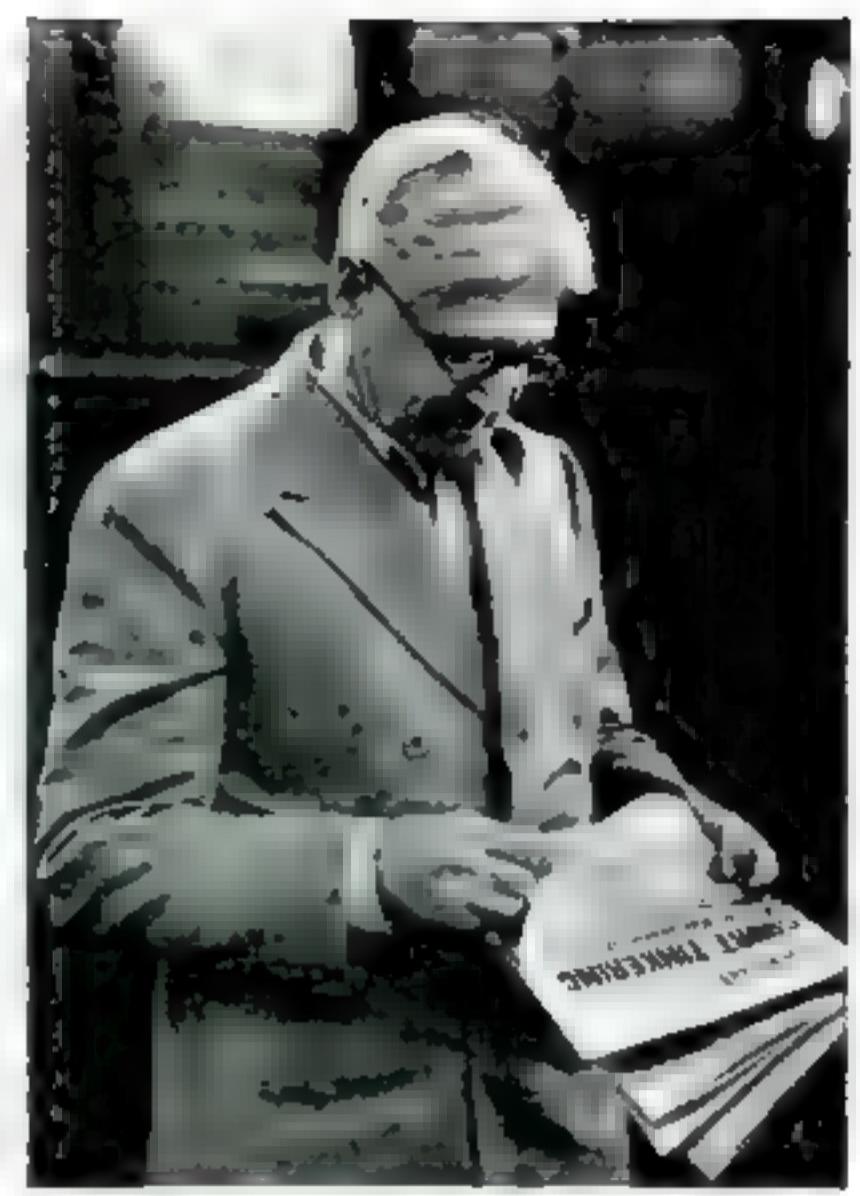
**The benediction is pronounced** at the Senator's grave by the Rev. James Thomas. Mrs. Robinson, her head bent and face completely hidden by a veil, is seated behind the grave, flanked by her brothers, Grady Miller (in black) and Charles Miller (in white). Thunder and lightning played over the cemetery as the coffin was lowered into the ground.



**Jim Farley** gets a shave by the train barber on the first morning out. With the tide of Senatorial sentiment running heavily against the Court Bill, Boss Farley kept to his compartment most of the way.



**The President's lobbyists to Congress** were both aboard the funeral train. At left is "Joe" Keenan, special lobbyist for the Court Bill; at right, "Charlie" West, the regular Presidential agent. Keenan stayed in Little Rock to dine with Governor Bailey, nominated later to succeed Senator Robinson.



**Bernard Baruch** was a guest aboard the Congressional train. The old financier, a close friend of Joe Robinson's, went along for the funeral, not the politics. But he read the political stories eagerly.



**Senator "Bob" Reynolds** piloted the Baltimore & Ohio engine for a way under the watchful eye of Supervisor H. J. Clark (right). The irrepressible playboy from North Carolina was not the only Senator fascinated by the operation of the Diesel-powered locomotive. So many Senators wanted to ride in the cab that a waiting list had to be drawn up.



**The rivals**, Senator Barkley (left) and Senator Harrison (right), stood close together at the door of the First Methodist Church in Little Rock as the Robinson coffin was carried out. Despite their bitter fight for the Leadership, they were on much better terms than some other Senators. Behind and between them is Senator Dieterich of Illinois.



**Here at the head** was Vice President John Nance Garner, who joined the party at Little Rock and rode back on the train. With the Court Bill facing certain defeat, the whole bad situation was dumped in his lap. Jack Garner ensconced himself in what had been the funeral car, devoted himself to the task of binding up the wounds of the Democratic Party.

# LIFE ON THE AMERICAN NEWSFRONT: SPIRITUALISM IS NOW BOOMING AT LILY DALE

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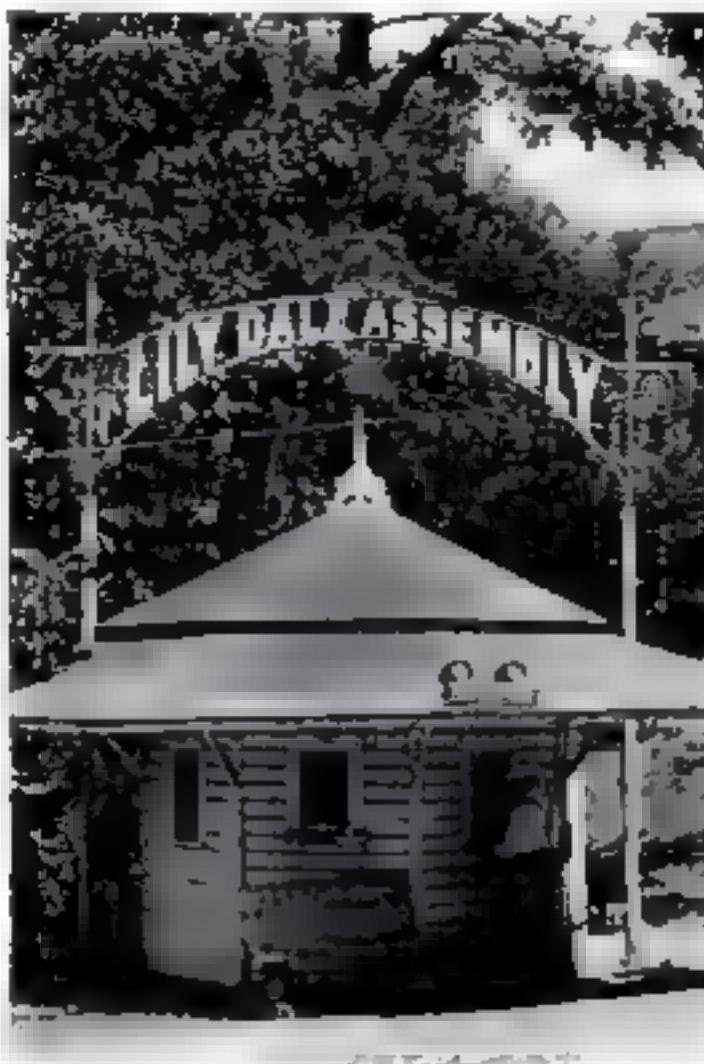
1 FREE PARKING ON THE GROUNDS	8 BATHING BEACH SWIMMING
2 BAND AND ORCHESTRA CONCERTS	9 TENNIS COURTS
3 NOTED LECTURERS	10 PICNIC GROUNDS
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7 PSYCHIC RESEARCH LIBRARY	14 FAMOUS LEOLYN WOODS

**ADDITIONAL FEATURES**

15 THE ORIGINAL FOX COTTAGE	19 DANCING WED. AND SAT.
16 CLASSES ON MEDIUMSHIP	20 BOATING AND CANOEING
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18 ENTERTAINMENTS	22 BRIDGE STUDIO CONTRACT LESSONS

**PROGRAMS AT GATE ON REQUEST**

The biggest Spiritualist camp in the world is fronted by this alluring sign in upstate New York, some 20 miles from Chautauqua. Spiritualists from everywhere flock to Lily Dale during July and August for fun and communion with the Spirit World.



Through this gate, this summer, are passing 50,000 visitors, most of them believers, the other tourists who want a look at Spiritualism.



In cottages along wooded roads, mediums have their parlors. Many of the mediums add to their income by taking lodgers.



"Inspiration Stump" is the scene of outdoor mass seances. These functions, held four times a day for the benefit of tourists, are much more like revivals than seances since none of the mediums is in trance.



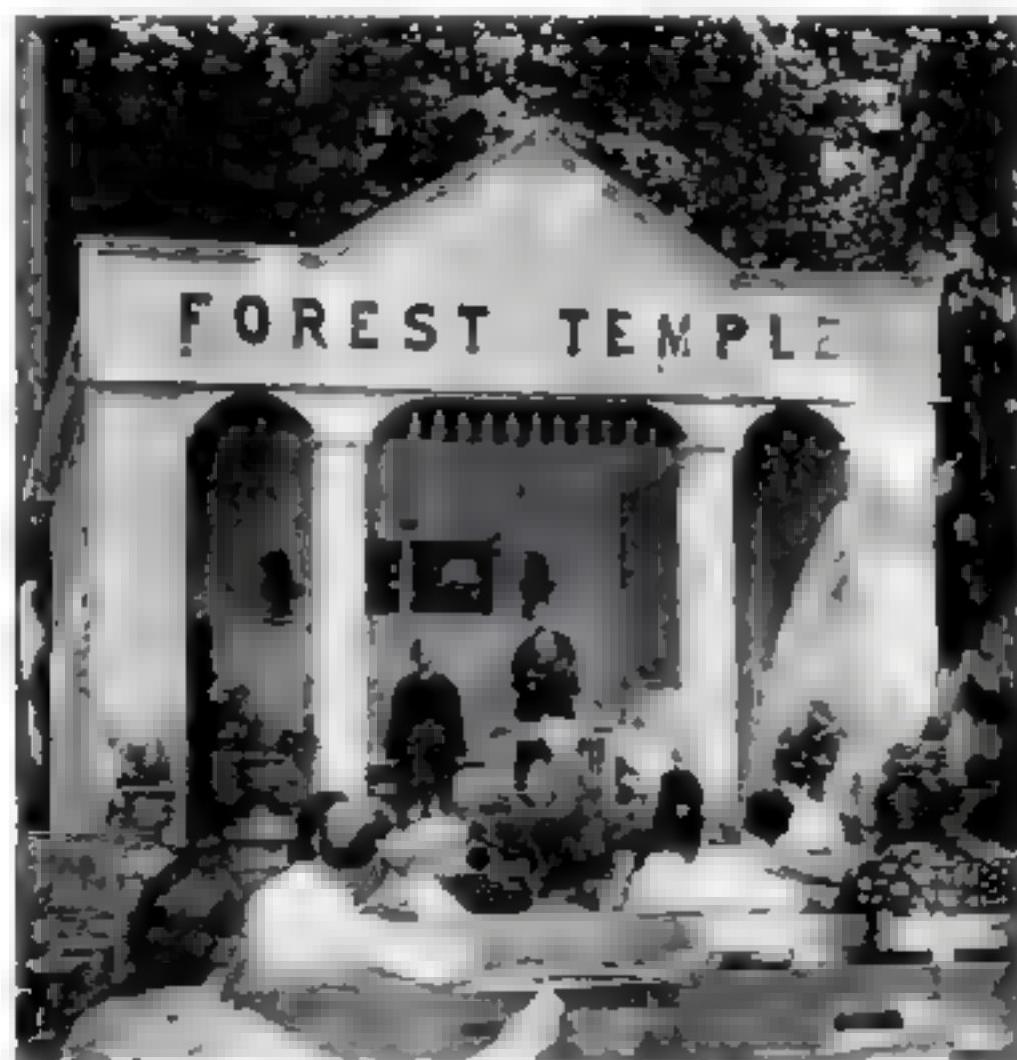
The No. 1 shrine of Spiritualism is the "Fox Cottage," which was moved to Lily Dale from Hydesville. Here, in 1847, were heard the first rappings from the Spirit World. Rappings are still heard in it.



This is a Spirit photograph of the Dale News editor, with a cloud of ectoplasm bearing an image of his dead brother.



This is a Spirit painting of "Bright Star," the "control" of Mr. Rouse of Titusville, Pa. The painting was "precipitated" on a canvas.



Visiting Spiritualists hold meetings in a sylvan spot called Forest Temple. This picture was made on "Toronto Day" and the ladies on the platform are reporting on the year's progress.



Lily Dale's only sceptic is William F. McClure, community handyman and chauffeur. Mr. McClure says that he once saw the Rope Trick performed in India and since then nothing else has seemed wonderful.



Lily Dale has about 60 mediums, of all varieties. There are Rapping Mediums, who get their messages from the Spirit World by knocks and foot taps, Slate-Writing Mediums, whose messages appear in writing, and Trumpet Mediums, whose spiritual correspondents talk through horns floating in the air. But the backbone of the profession are the Trance Mediums, two of whom appear above. At left is Mrs. Maggie Waite of Chicago, who has spent the last 40 summers at Lily Dale and who says her clients have included Theodore Roosevelt, Grover Cleveland and King Albert of the Belgians. At right is Dr. Horace Stanley Hamblin of England.

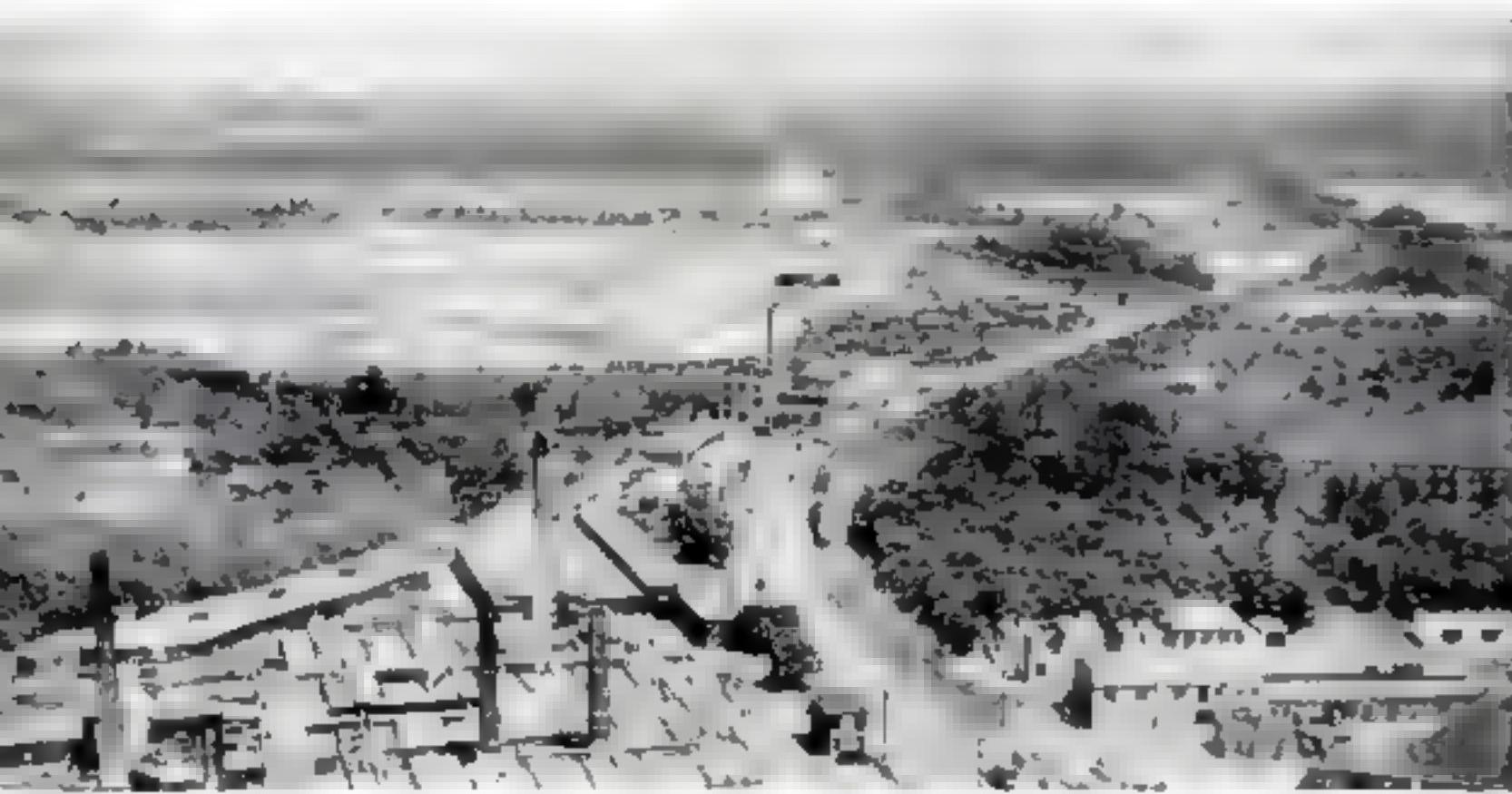
These rare photographs show both mediums in a trance

condition. The medium's body grows rigid and he perspires heavily as messages from the Spirit World come through his lips. The work is highly exhausting and when the trance is over the medium claims that he remembers nothing of what he said. Each medium has a number of "controls" or spiritual correspondents who furnish news of clients' loved ones who have "passed over," give advice and make predictions. Dr. Hamblin's chief control is an Indian chief named Moon Trail. Once Moon Trail had his portrait painted (right) by a blind Mrs. Dixon who said that her hand was guided from the Spirit World by Leonardo da Vinci. Dr. Hamblin, as a sideline, makes spirit photographs like the one on opposite page.





Three 600-ft. towers of the Arlington Radio Station loom up two miles from the field as you approach from the west. They are a constant menace to pilots coming in at night.



Factories and railroad embankments line the southwest approach. The incoming plane must keep well above these obstructions, then swoop down to reach the runway (upper left).



This smokestack, which looked harmless in the centre of the preceding picture, grows to alarming size as the plane banks and levels off to get in line with the long runway.

## LIFE ON THE AMERICAN NEWSFRONT: SMALL WASHINGTON AIRPORT PLAGUES PILOTS

**O**n July 8, the National Airline Pilots Association black-listed and threatened to boycott the Washington Airport (see opposite page), second to Newark, N. J. in U. S. traffic volume. Its complaint was that this field, across the Potomac in Virginia but only 1½ miles from Washington, was dangerously small and surrounded with hazardous obstructions. Next day, the Washington Airport Commission recommended that Camp Springs, Md., 10 miles from the capital, be used as a national field. On July 19, the Navy Department opposed this project as being too close to radio towers it is building. Such buck-passing for the past decade has deprived Washington of an airport worthy of its importance. Conflicting Government, civil and private financial interests make the expansion of present facilities or the creation of a new field unlikely within the next year. On these two pages you see the hazards which explain the qualms of pilots and passengers of the 66 fast, heavy transports which use this busy field daily.



WASHINGTON MONUMENT, 555 FT. HIGH, IS A POSSIBLE HAZARD



### ROAD VERY DANGEROUS TRAVEL AT YOUR OWN RISK

Military Road bisects the airport, crosses the long runway. It saves motorists 3 minutes, gives transport pilots headaches. It will probably be closed within the near future.



Traffic signals warn motorists using the Military Road of approaching planes. In addition a guard chain back "beat-the-light" drivers.



Large transports like this Douglas land and take off on the north-south runway, across which cuts Military Road. The other runway, because of prevailing winds, is seldom used by transports, mostly by lighter planes.

ARLINGTON NATIONAL CEMETERY

Page 23

WASHINGTON, D. C.



## FIVE MEN ERECT THIS PRE-FABRICATED HOUSE IN 8 HR.



**F**avorite daydream of industrialists has long been to produce houses as Henry Ford produces Fords. Five years ago everyone in the U. S. was agog with tales of the coming era of pre-fabricated houses, but practical results were trifling. Closest approach to materializing this dream has been made by Walter Harnischfeger, head of the powerful Harnischfeger Corporation (machinery, etc.) of Milwaukee. In 1935 he set aside a  $7\frac{1}{2}$ -acre plant, sunk \$1,000,000 in

machinery, erected his first pre-fabricated house. Last year Pre-Fab Houses sold 65 units. Today the plant has a weekly capacity of 2 dozen houses which are sold all over the country at from \$3,200 to \$7,000. On these two pages you see a Pre-Fab house being erected by five men in an eight-hour day. When painted and decorated this \$5,800 building, containing a bedroom, living room, dining room and kitchen, will look like the architect's sketch above.

THOR HANSEN IS ENGINEER FOR PRE-FAB HOUSES



**4** The first two panels are raised and joined to form a corner. These steel-framed panels are welded and bolted to the foundation and securely fastened together.



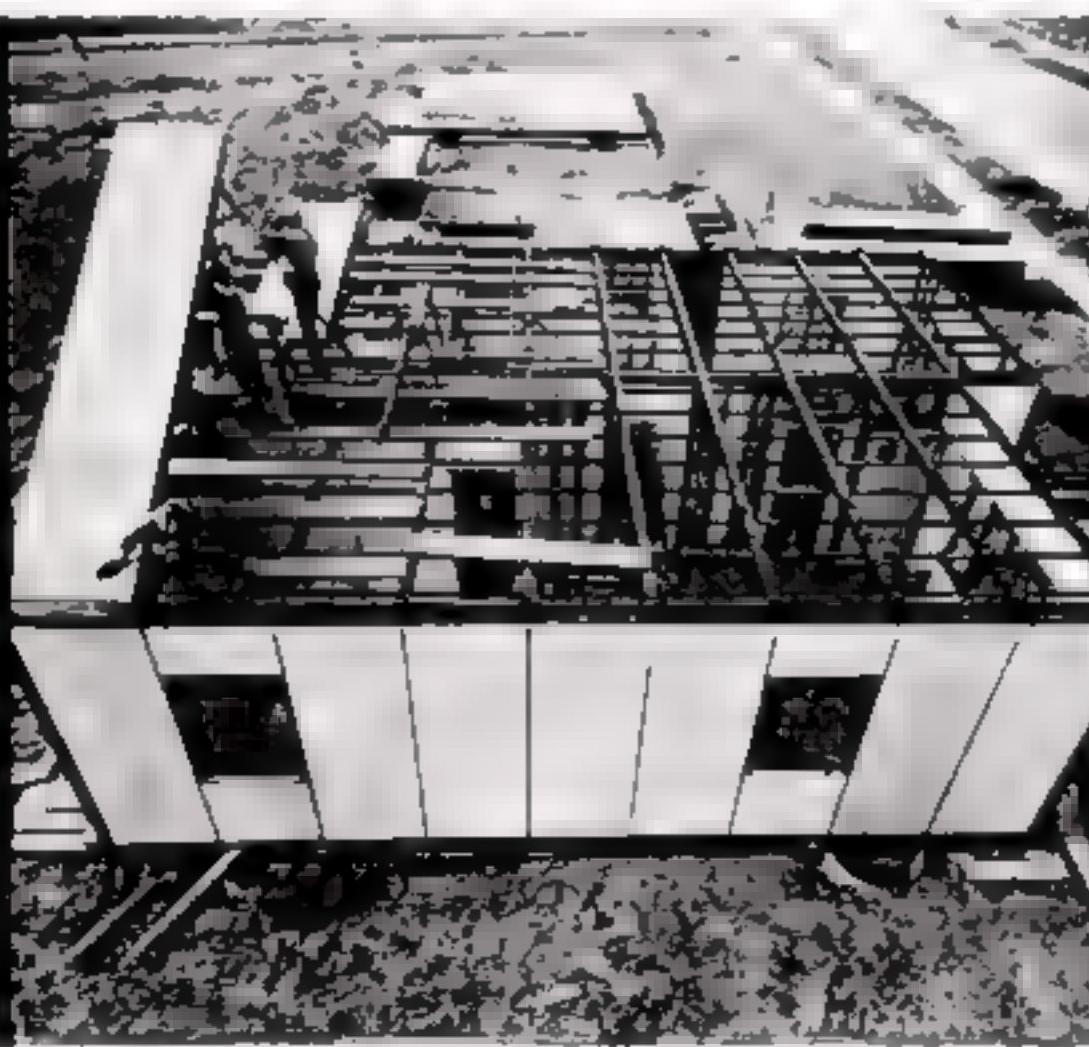
**5** Up goes a nine-foot slab of wall weighing 175 lb. The section is built with such accuracy that it can be put into place as easily as any part of a Meccano set.



**6** Thor Hansen, Pre-Fab chief engineer (right foreground) supervises the erection. For the sake of convenience pre-fabricated homes are built from the rear forward.



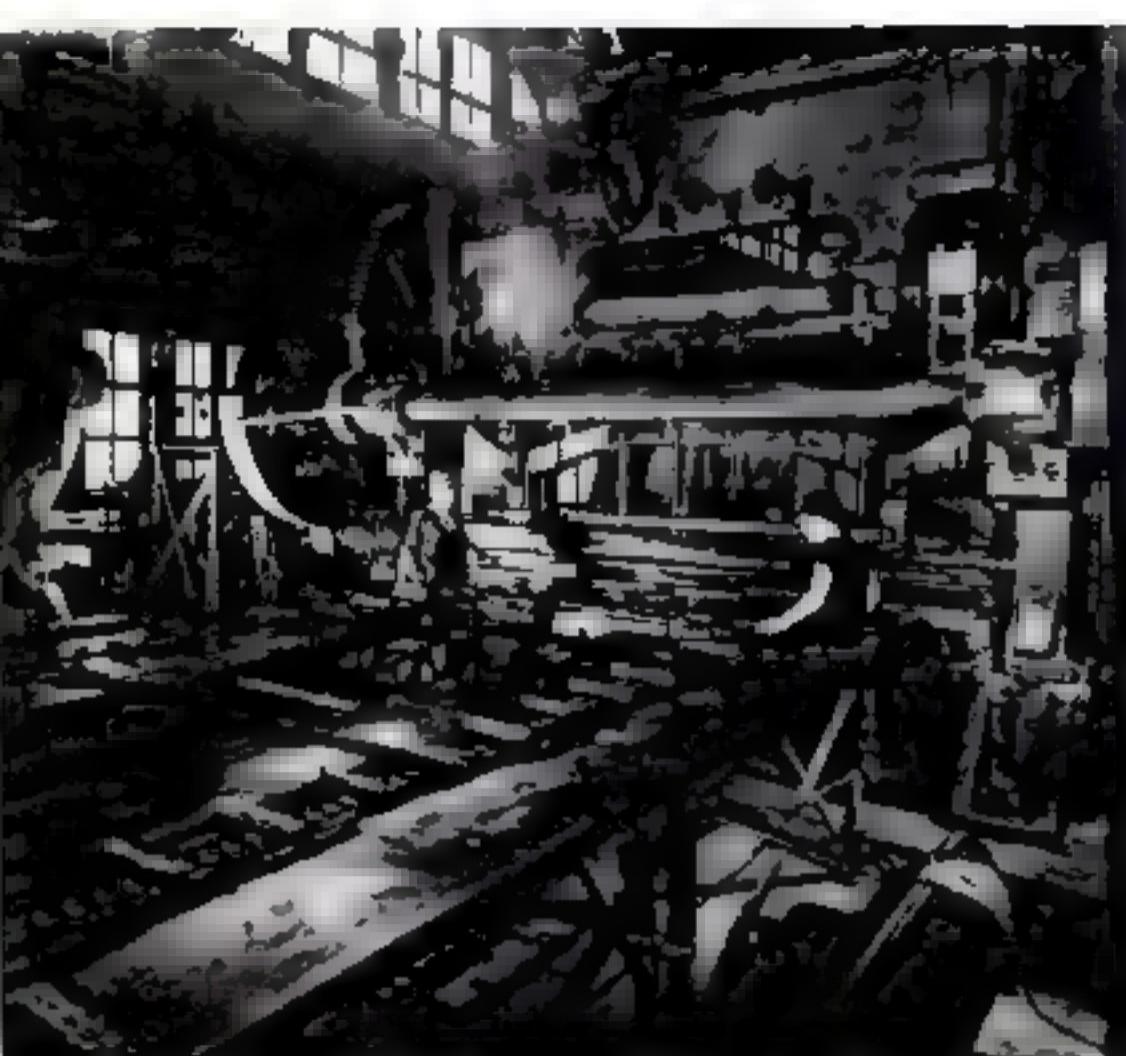
**10** At 2:30 p.m. the job is resumed. Here you see the workmen leaning the large but light roof panels against a wall. No machinery is needed to handle them.



**11** The first roof panel is fastened and bolted to the top of the completed wall. A temporary support is being put in position to hold up the ridge of the roof.



**12** Two sections come together to form the ridge. The roof panels are of steel sheathed with insulating structural board and are covered with asphalt shingles.



**1** This 925,000-lb. press shapes the strips of steel into channels. Every part of the Pre-Fab house is standard machine-made material suitable for various designs.



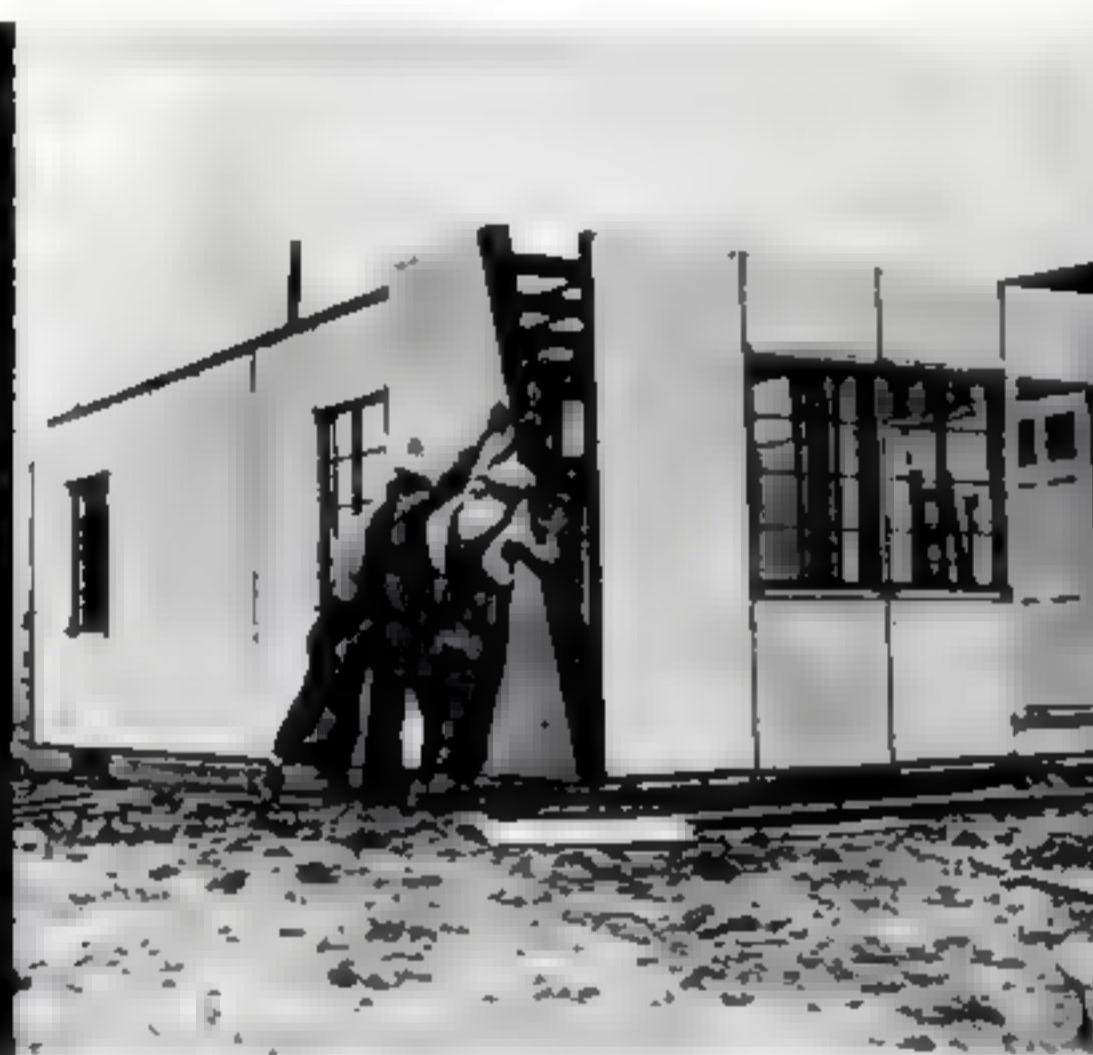
**2** A house of panels leaves the plant. The 152 insulated panels which go into this home are made of sheet steel, fiber structural board, gypsum board and plywood.



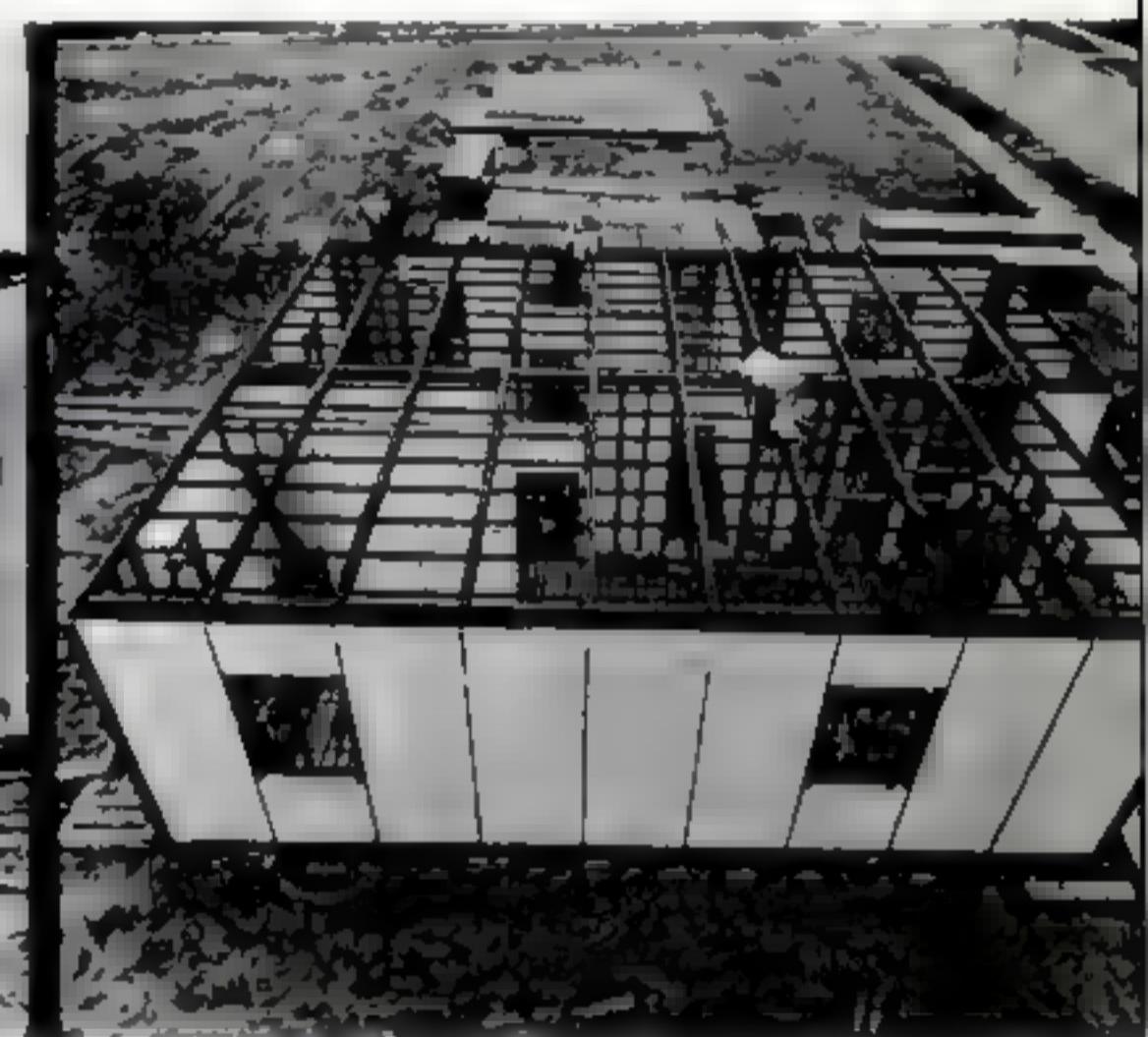
**3** This is what the site in northwestern Milwaukee looked like at 8:15 a.m. when four workmen and foreman arrived. Panels are piled around concrete foundation.



**7** The four walls are nearly finished. The joints between the panels are sealed with plaster, covered with tape and ready for decorating, painting or wallpapering.



**8** The last panel is eased into place. Outside walls are built of two layers of structural board insulated with furring strips. Note that the door is part of a panel.



**9** The walls, room partitions and ceiling look like this at 10:30 p.m. Only gadgets used by workmen for the erection are four specially designed tools and a hammer.



**13** The roofing contains a large part of the 8,000 sq. ft. of structural board; 4,000 board feet of lumber and 7 tons of steel which make up this Pre-Fab house.



**14** The last roof panels are fastened. Mr. Harnachfeger claims his buildings will stand a 150-m.p.h. wind and are proof against lightning, earthquakes and vermin.



**15** At 6:30 p.m., after eight hours' work, the 30,000-lb. house is completed. Five days of painting, decorating and finishing will make it ready for occupancy.

## RICH MEN'S YACHTS RACE AGAIN FOR OLD CUP

The America's Cup, the silver ewer at the left, is the most cherished yachting trophy in the world. It is also one of the least beautiful. As silver metal, it is worth \$60 today, although when it was made in 1851, it was called the Hundred-Guinea Cup because it cost 100 guineas (about \$525). This included \$350 for workmanship. The Cup's price, however, has nothing to do with its value. Into the yachting struggles that have taken place for its possession, millions of dollars and oceans of bad feeling have been poured. No one of the 15 challengers has ever lifted the "Old Mug." During the next few days, three quarters of a million dollars worth of yachts will race off Newport, R. I. in the 16th challenge for the America's Cup. Defending for the New York Yacht Club, which holds the Cup, is *Ranger*, owned and sailed by Harold Stirling Vanderbilt. Challenging for the Royal Yacht Squadron of Cowes, England is *Endeavour II*, owned and sailed by Thomas Octave Murdoch Sopwith. It will be the third defense headed by Mr. Vanderbilt, skipper of the U. S. boats in 1930 and 1934. It will be the second challenge by Mr. Sopwith, whose *Endeavour I* lost in 1934 only because Vanderbilt proved to be a more skilful skipper than Sopwith.



The America's Cup is kept in a vault at Tiffany & Co., New York, is brought out for exhibition only during Cup races.



**Ranger's crew** includes 26 professional sailors like the one whose toothy grin appears above. Most of them are of Scandinavian ancestry and they compose the best-trained crew in the U. S., largely because Mr. Vanderbilt is an exacting taskmaster. They get about \$80 a month, plus \$5 prize money for every race *Ranger* wins. *Ranger* has already won 12 races which cost Mr. Vanderbilt \$1,500 in prize money. Good professional sailors like *Ranger's* find no trouble getting summer jobs on the Eastern seaboard. In winter, many go south with yachts; others stay north, work around shipyards.



**Cup defender** is Harold S. Vanderbilt, 33, great-grandson of Commodore Vanderbilt, heir to N. Y. Central R. R. millions, inventor of Vanderbilt bridge-bidding system.



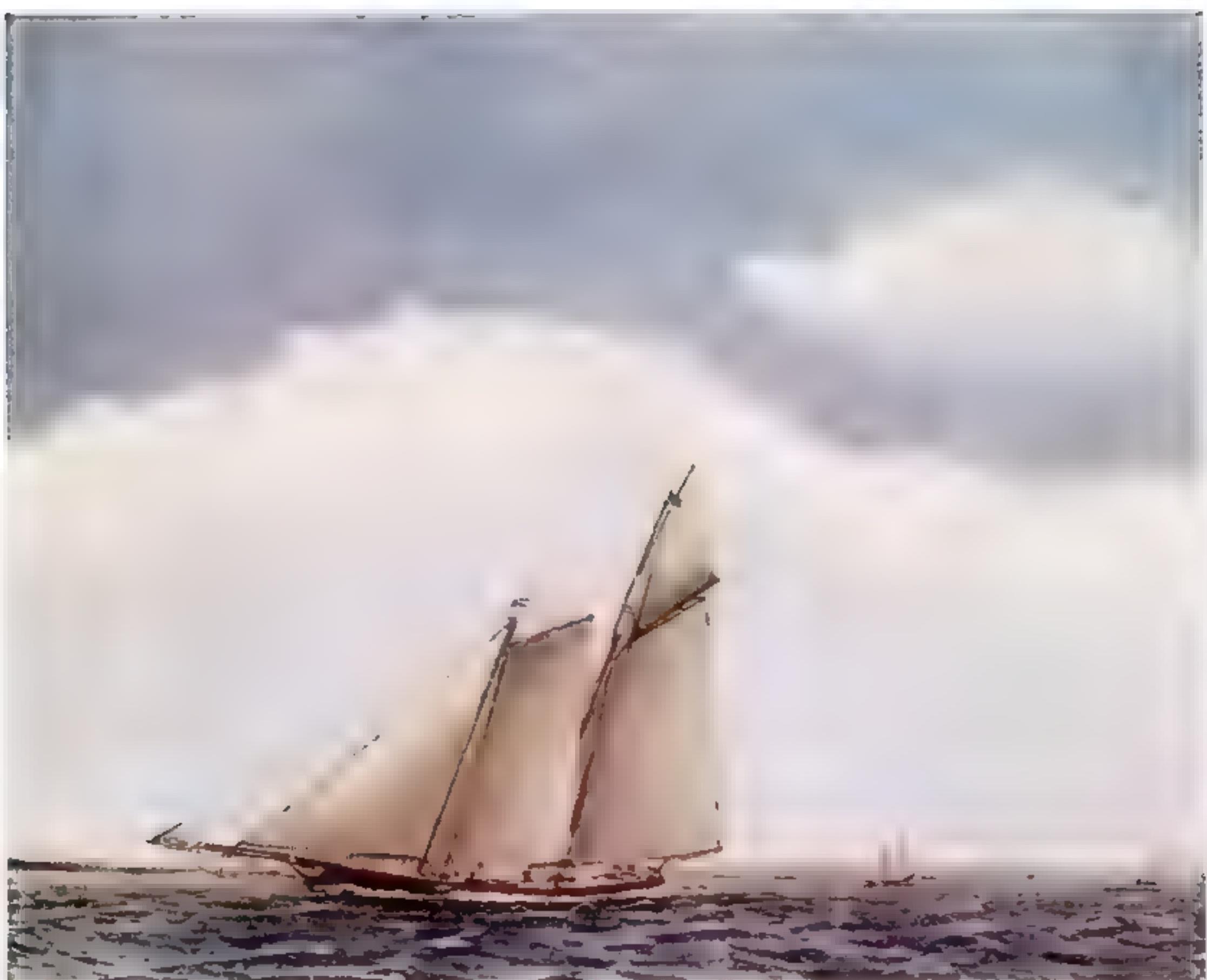
**Ranger's captain** is George H. Monseil, who sailed on the 1930 and 1934 defenders and is on Vanderbilt's permanent payroll. During races, he takes orders from Vanderbilt.



**Cup challenger** is Thomas O. M. Sopwith, 48, who began flying airplanes in 1910, began building them in 1912, made a War fortune selling them. He took up yachting in 1928.

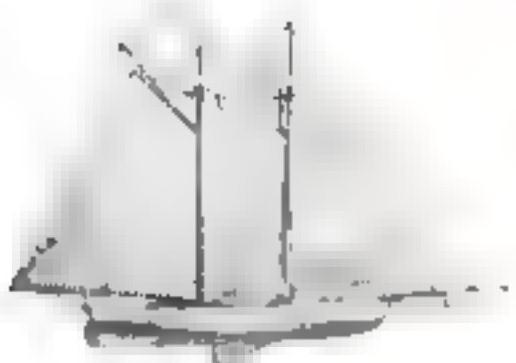


**Endeavour's captain** is also named George H.—George H. Williams. He was captain of Sopwith's *Endeavour I* in the 1934 Cup challenge, commands a crew of salty British tars.



*America:* 1851

The *America* (left) went to England in 1851 and, in an informal run, thoughtlessly gave a fast British cutter such a trimming that no English yachtsman cared to risk a race against her. It was finally arranged that a whole fleet of Britain's best boats should sail against *America* around the Isle of Wight. The *America* won handily, was awarded the silver cup which has become the America's Cup. After a long and exciting life, the *America* now floats peacefully at a Naval Academy dock in Annapolis.



*Magic:* 1870

First challenger for the America's Cup was James Ashbury of England who was given a taste of the medicine Englishmen had given the *America*. He was forced to race his *Cambria* against 23 American boats, each one of them more interested in beating the Britisher than winning the race for itself. Nine Americans, led by the *Magic* (right), finished ahead of *Cambria*. Fourth was the *America*, still fast even though it had gone through the Civil War as a Confederate blockade runner and as a Union gun boat.





### Puritan: 1885

Mr. Ashbury challenged again in 1871, claimed he had been fouled, went off in such a dudgeon that no Englishman challenged again until 1885 when *Genesta* came over. The Americans chose *Puritan* (*leading at left*), first of three cup defenders designed by Edward Burgess whose son, Starling, also designs defenders. *Puritan* fouled *Genesta* but the English, lending a note of sportsmanship which had been notably lacking in previous races, refused to accept a free victory, lost the next two races.



### Vigilant: 1893

The testy Earl of Dunraven came over in his *Valkyrie II* in 1893 to meet the *Vigilant* (*in foreground, at left*), first of five defenders designed by Nathanael Herreshoff. Had sightseeing boats not got in his way, the Earl might have won at least one race. He lost three, went home very much disgruntled. Two years later he was back again and sportsmanship sunk to a new low, even for the America's Cup races. The Earl was disqualified in one race, withdrew from another, refused to sail the last race.



*Columbia: 1899*

Tenth defense of the Cup in 1899 marked the entrance of genial Sir Thomas Lipton as challenger and began an era of good feeling. Sir Thomas was as good a sportsman as he was a tea merchant but his *Shamrock I* was no match for *Columbia* which outsailed it (see left), outsailed his *Shamrock II* two years later. The picture at left shows *Columbia* leading *Shamrock I*. These prints, on exhibit at the Sporting Gallery & Bookshop, Manhattan, were done by Robert F. Paterson, who makes his living not as an artist but as a workman in a shipyard.



*Reliance: 1903*

By 1903, America had taken Sir Thomas Lipton to its heart. The America's Cup was popularly called the Lipton Cup and Sir Thomas' tea was getting more free advertising than any other product with the possible exception of Sapolio. But "Tommy's" *Shamrock III* lost to the *Reliance*, a boat built for speed, not seaworthiness. Note at right (*Reliance* leads *Shamrock III*), the defender's vast sail. *Reliance* carried more sail than this year's *Ranger* and *Endeavour* put together.



## Resolute: 1920

Sir Thomas Lipton made his fourth challenge in 1914 but the War broke out and the race was postponed until 1920. The defender, *Resolute*, had Charles Francis Adams, later Secretary of the Navy, as skipper. *Shamrock IV* broke all challenger precedent by winning the first two races but skilful sailing brought final victory to the *Resolute* (foreground, right). Ten years later, Sir Thomas made another attempt to lift the Cup. Again he failed and death overtook him before he could challenge again.



## Rainbow: 1934

Defender in 1934 was *Rainbow* (ahead, at left), designed by W. Starling Burgess, son of Edward, who also designed 1930's *Enterprise* and this year's *Ranger*. Challenger was Thomas O. M. Sopwith, British airplane builder, whose *Endeavour* won the first two races, lost the next two. In the fifth race, Sopwith unsuccessfully claimed a foul and the last race, won by *Rainbow*, ended with both *Rainbow* and *Endeavour* flying protest flags. Both protests disallowed, Sopwith returned dissatisfied to England.

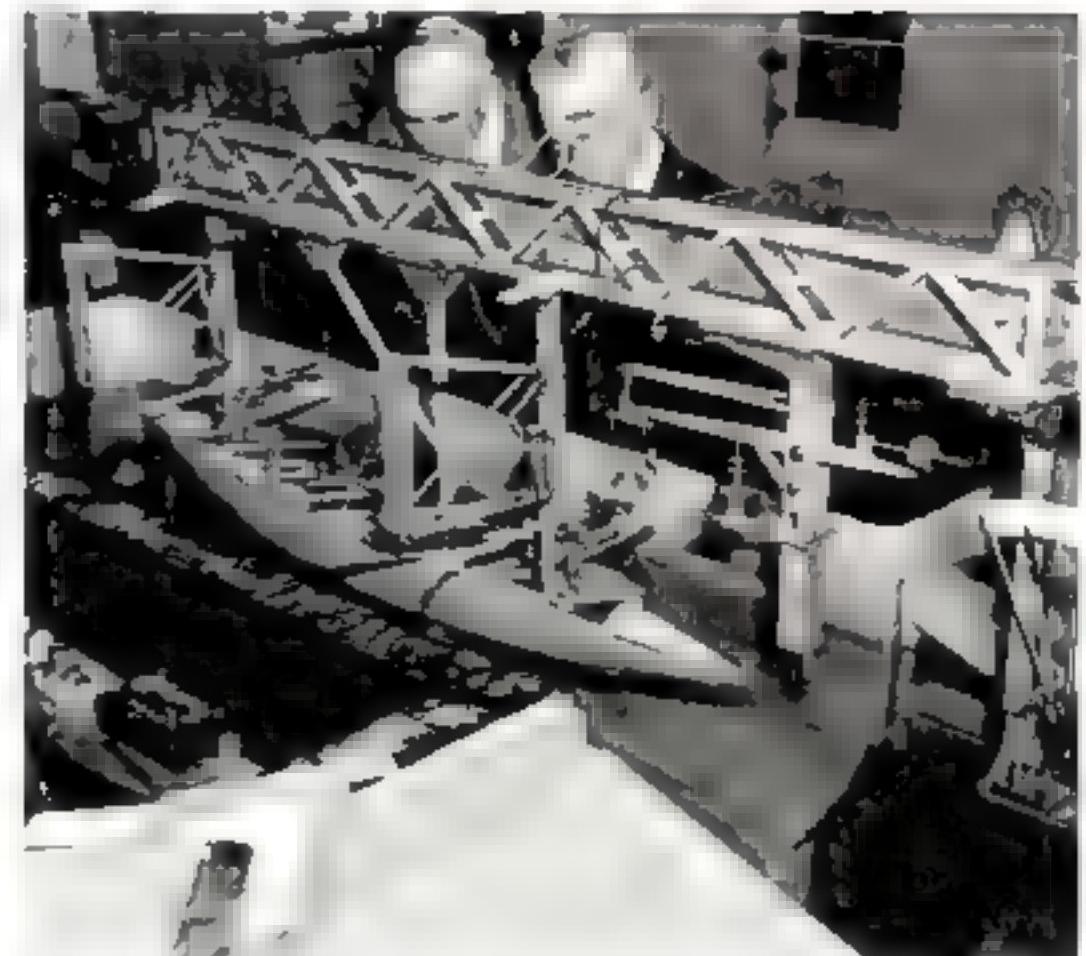
# BIOGRAPHY OF A BOAT: CUP DEFENDER "RANGER" IS BUILT

(continued)

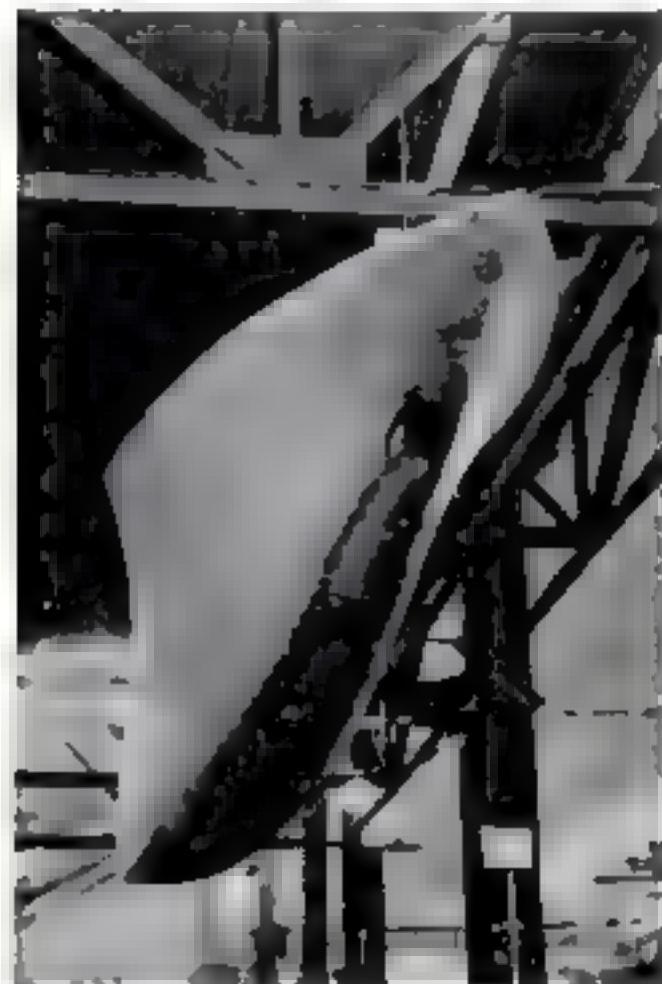
In 1934, the \$500,000 *Rainbow*, like most previous Cup defenders, was paid for by a syndicate of New York Yacht Club members. The 1934 series ended in a storm of international hard feeling which was unpleasant for the syndicate members. And none of them ever got as much fun out of the boat they built as did "Mike" Vanderbilt, who was her skipper and boss. When Sopwith's challenge for a 1937 series reached the New York Yacht Club, the Club could find few candidates for another syndicate, so Mr. Vanderbilt decided to build a defender himself. He spent \$300,000 on *Ranger*. To help design it, he retained W. Starling Burgess, who had designed the 1930 and 1934 defenders. Like Challenger Sopwith, Burgess was an aviation pioneer. In 1911, in fact, he designed a plane for Mr. Sopwith. First man to take off and land on water in a plane, Burgess was awarded the prized Collier aviation trophy in 1915. As a youth (he is 58), Burgess looked much like Robert Louis Stevenson and published two volumes of poetry which sounded very much like Swinburne.



**1** *Ranger* designs were begun last autumn by Olin Stephens (left) and Starling Burgess (right). An outstanding designer, though only 29, Stephens has revolutionized ocean-racing yacht design.



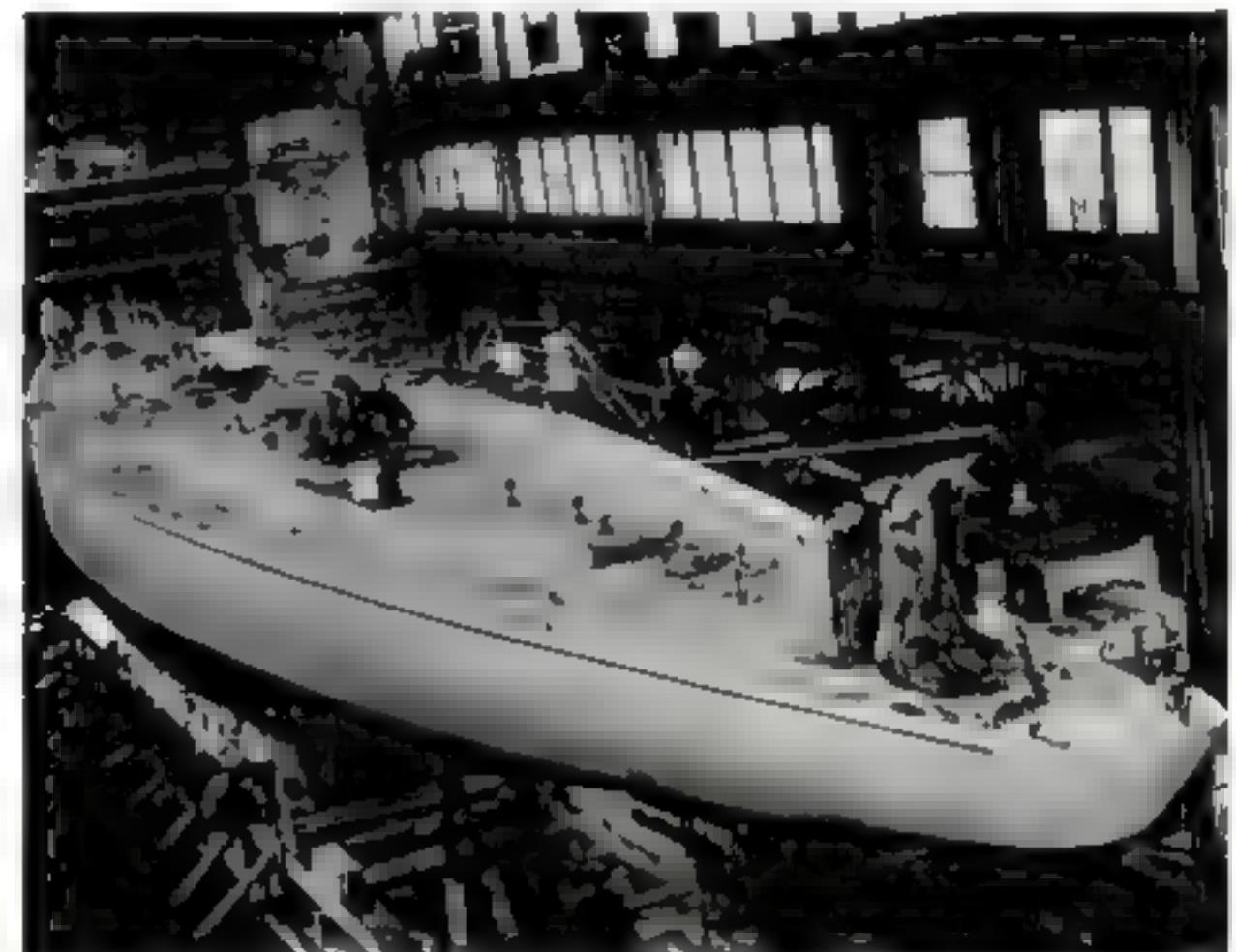
**2** *Ranger* scale models were built and tested in a 100-ft. tank at Stevens Institute of Technology. In the most thorough tank tests ever given a Cup boat, *Ranger* models were "raced" against a model of *Endeavour I*. Final *Ranger* choice beat *Endeavour*.



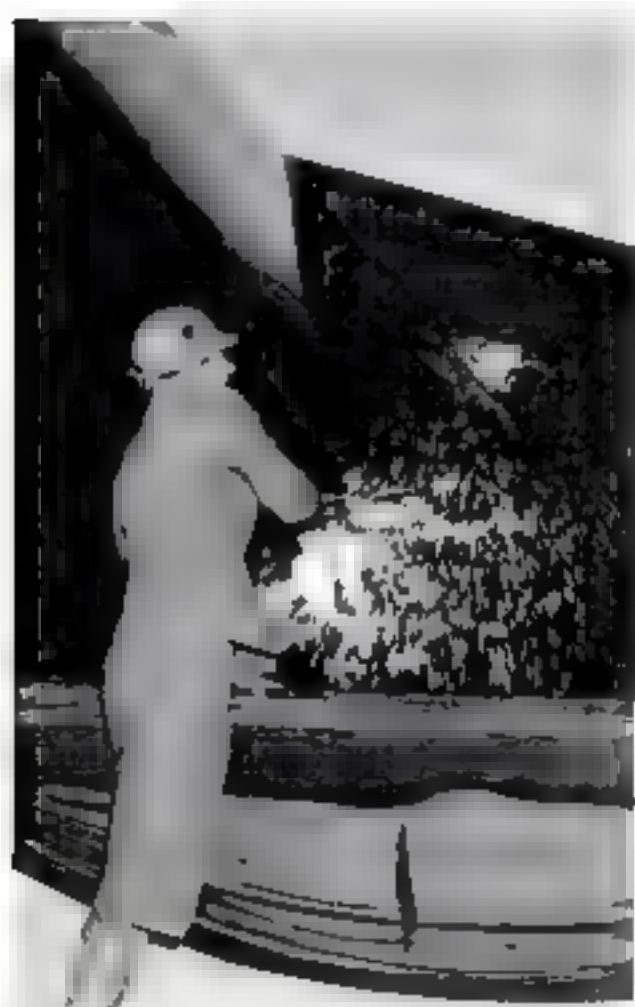
**3** The keel was laid last December. From wooden patterns (above) a sand mold was made. Into this, 110 tons of molten lead were poured to make the keel.



**4** From keel up, the framework of *Ranger* took shape in a big shed at Bath Iron Works, Bath, Me. First defender with all-steel hull, *Ranger*'s plates are thin for lightness—at no place more than a third of an inch thick.



**5** Job No. 272 for Bath Iron Works, which was preoccupied at the time building Navy destroyers, the unchristened defender has her decks cleared (above) before launching. Her sleek hull was painted bronze, blue and white. Nearby, her towering 185-ft. duralumin mast was being assembled.



**6** May 11, Mrs. Vanderbilt cracked No. 272 with a bottle of champagne, christened her *Ranger*, after the U.S. warship John Paul Jones sailed.



**7** Her mast lashed to her deck and her flags flying (above), *Ranger* slid down into the water at a speed of 13½ knots going backward. The launching gave curious yachtsmen who attended a chance to note that she had an extraordinarily snubby bow, cut short to save weight, a long, low stern, was unusually full-bodied in her forward sections.



**8** The \$15,000 mast, 12 stories tall, was stepped while being towed to Newport through heavy seas. *Ranger* broke her mast. A costly duplicate was hastily rushed to completion.



## Ranger: AMERICA'S CUP DEFENDER

Since 1930, America's Cup races have been sailed by Class J sloops, largest class of racing yachts. *Ranger* is largest Class J sloop ever built. Her waterline length is 87 feet, deck length 185 feet, displacement 160½ tons. Built for heavy weather, she proved herself extremely good in light winds during her trials in which she did not lose a race. Note her snub bow and spinnaker booms on foredeck.





## Endeavour II: CUP CHALLENGER

Endeavour II is only slightly smaller than Ranger and esthetic yachtsmen judge her the lovelier ship. Designed by Charles Nicholson, England's most famed architect of yachts, she was launched last year. Her hull is dark blue. As all Cup contenders must be, she is fitted out with full crew quarters, had her crew aboard when towed across the Atlantic in May. Skipper Sopwith is at the helm above.

CONTINUED ON NEXT PAGE

NEWPORT

## HERE CUP IS WON OR LOST

### How "RAINBOW" won it in 1934

The America's Cup races are sailed in open water off Newport, R. I. Seven races are scheduled beginning July 31 but the series ends as soon as one boat has won four. First, third, fifth and seventh races are sailed over a back-and-forth course of two straight 15 nautical-mile legs. The other races take place on a 30-mile triangular course, like the one mapped here. (Over such a course, *Ranger* this year broke all cup records, finishing in 2 hours, 43 minutes.) A following fleet of almost 1,000 craft will carry some 20,000 spectators.

The race charted on these pages is the one which decided the 1934 series and kept the America's Cup in America. It was sailed Sept. 25 in a moderate breeze. *Endeavour I* footed down the first leg well ahead of *Rainbow*. But after coming about, Sopwith violated a basic rule of racing tactic. With his faster boat, he should have stayed close to *Rainbow*, protected his lead by covering his opponent. Instead, when he crossed her bow, he sailed off on another tack, delayed replacing Genoa jib with quadrilateral. He lost almost four minutes through his mistakes. Not even *Endeavour's* amazing last-leg spurt could make this up. *Rainbow* won by 55 seconds.

ENDEAVOUR I IS 1 MIN. 3 SEC. AHED AS SHE PASSES FIRST BUOY. RAINBOW COMES ABOUT AND REPLACES GENOA WITH QUADRILATERAL JIB.

RAINBOW

ENDEAVOUR I

ENDEAVOUR I COMES ABOUT

ENDEAVOUR I MAKES FATAL  
MISTAKE OF FAILING TO COVER RA  
BOW AFTER CROSSING HER B

BRENTON REEF  
LIGHTSHIP

START

ENDEAVOUR I

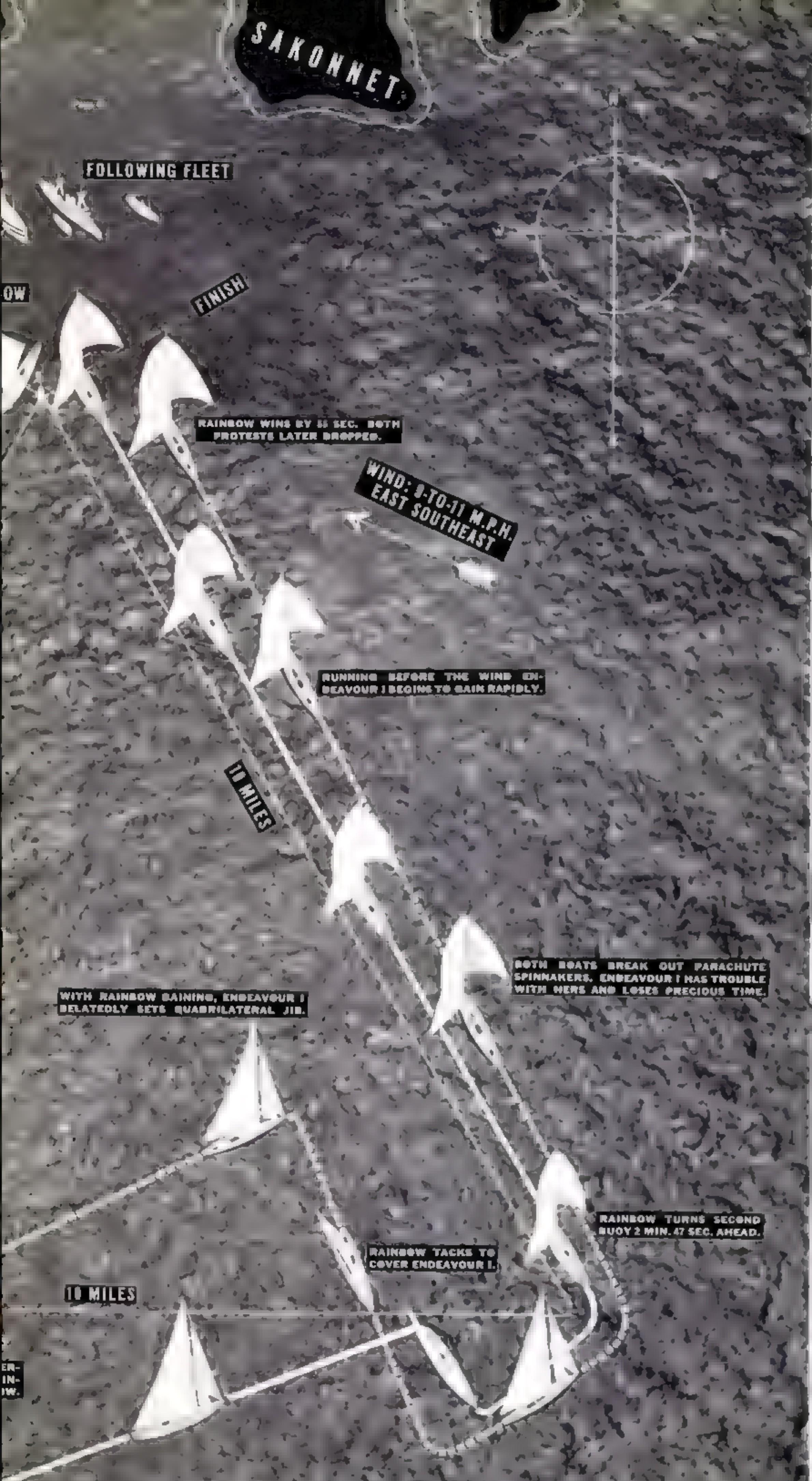
RAINE

ENDEAVOUR I IS FIRST OVER THE LINE. PROTEST FLAGS  
ARE BROKEN BUT ALMOST SIMULTANEOUSLY BY BOTH  
BOATS. CHARGES: ILLEGAL MANEUVERING BEFORE START.

AS RAINBOW GAINS, ENDEAVOUR I  
LUFFS TO KEEP HER WING CLEAR.

RAINBOW SETS SMALL SPINNAKER  
TO TAKE WIND FROM ENDEAVOUR I.

RAINBOW MANEUVER FAILS.  
HER SPINNAKER IS TAKEN IN.



**Basic sails of Cup boats are those shown here. Above, *Ranger* carries Genoa jib (big, triangular front sail), forestaysail (behind), mainsail. This combination is used sailing across wind**



**Quadrilateral jib (nicknamed Greta Garbo), has replaced the Genoa on *Ranger*, whose other sails stay the same. This set, used sailing close into wind, is the one Sopwith broke out too late.**



**Parachute spinnaker, largest of all sails, is used when boat is running before the wind and maximum sail is desired. *Ranger's* 18,000-sq. ft. spinnaker (above) is the largest sail ever made.**



**Frances Farmer**, who appears in all the "Temptations" on this page and the next, is one of Hollywood's fastest-rising young stars. Graduated from the University of Washington in 1935, she rates in the movie colony as sober, intellectual, burning with ambition. Last year she scored a hit in *Come and Get It*. Married to a rising young actor, she bears in private life the proud name of Mrs. Leaf Erikson.

## MOVIE OF THE WEEK:



The story of Jim Fisk and Josie Mansfield was one of the great post-Civil War sagas of New York. Jim was a Yankee peddler who became the most spectacular of the "Robber Barons," battling Commodore Vanderbilt for control of the Erie Railroad and finally trying to corner the nation's gold supply. Josie was a beauteous and buxom girl from California who wanted to be an actress. With money from the Erie's till, Jim bought Pike's Opera House and tried to launch his beloved Josie on a dramatic career. If Josie never "clicked" with the

public, it was no fault of the generous Jim. This familiar story has been made into a costly and pretentious movie by RKO. Fisk is played by Edward Arnold, the screen's best adventurer-tycoon. Josie is Frances Farmer. In *The Toast of New York*, Josie makes her debut at the Opera House in a favorite spectacle of the 1870's called *The Twelve Temptations*. The "Temptations" are only brief flashes in the movie but they caused RKO much trouble because of Hays office censorship. Nine of the twelve "Temptations" appear on these pages.





The Temptations are not all that RKO would have liked to make them because of censorship. "Luxury" at right may be regarded as the absolute limit which Will Hays will permit in the way of cinema debauchery. "Vice" was finessed neatly (see below).



The cool, patrician poise which Frances Farmer displays, according to her college friends, is not natural but developed. As a girl, she was sensitive because of a slight gap between her two upper front teeth. She subdued her smiles, cultivated a cool and restrained charm. Hollywood has apparently furnished her with caps for the teeth but she still does not smile broadly.

## MOVIE OF THE WEEK: (continued) Edward Arnold Enacts the Death of Jim Fisk

Page 44



1 On "Black Friday" (Sept. 24, 1869), Jim Fisk reached the climax of his career. He had tried to corner the nation's gold, causing a fearful panic. In this scene from *The Toast of New York*, angry investors break into his home, push back his guards.



2 Fisk, dressed in one of the fancy uniforms which he loved to wear, comes out to face them. With him are members of his private regiment and his faithful partner (Jack Oakie). All of Fisk's fortune has been wiped out but none of his bravado.



3 "You're just a bunch of bad losers," Fisk roars at the mob, "You're all after money—same as I was. Now you're cleaned out. I'm cleaned out too—but I can still laugh at you. I'll get back on top again and you'll stay right where you are."



4 As Fisk begins to laugh, two shots crash out. (This is not the way Jim Fisk was killed in history. He was shot on the staircase of the old Grand Central Hotel by a rival for the affections of Jane Mansfield. The movie has taken liberties.)



5 Fisk staggers, his face contorted with pain but his mind unable to believe in his own death. It is only a few hours since he was telling Jane Mansfield: "You're going to be a queen. I'm going to build a throne of gold and put you on it."



6 Dying, "The Prince of Erie" topples onto the crowd. This is the end of the peddler who became the most colorful financial brigand of his day, an adventurer, braggart and buffoon, but the most generous and likable of all the "Robber Barons."



The battle is on—Erl Roman, famous sportsman, vs. 600 lbs. of savage, fighting blue marlin!

*How would your nerves stand up to two hours of this?*



## ERL ROMAN LANDS A BIG ONE!



AS the Miami, Florida, "Herald" said of Erl Roman's titanic struggle with the big fish shown above: "The battle was tough on Erl. He had his hands full staying in the fishing chair." But a sporting spirit and healthy nerves kept Roman going. After a 2-hour fight, he landed the second-

largest blue marlin ever taken on rod and reel.

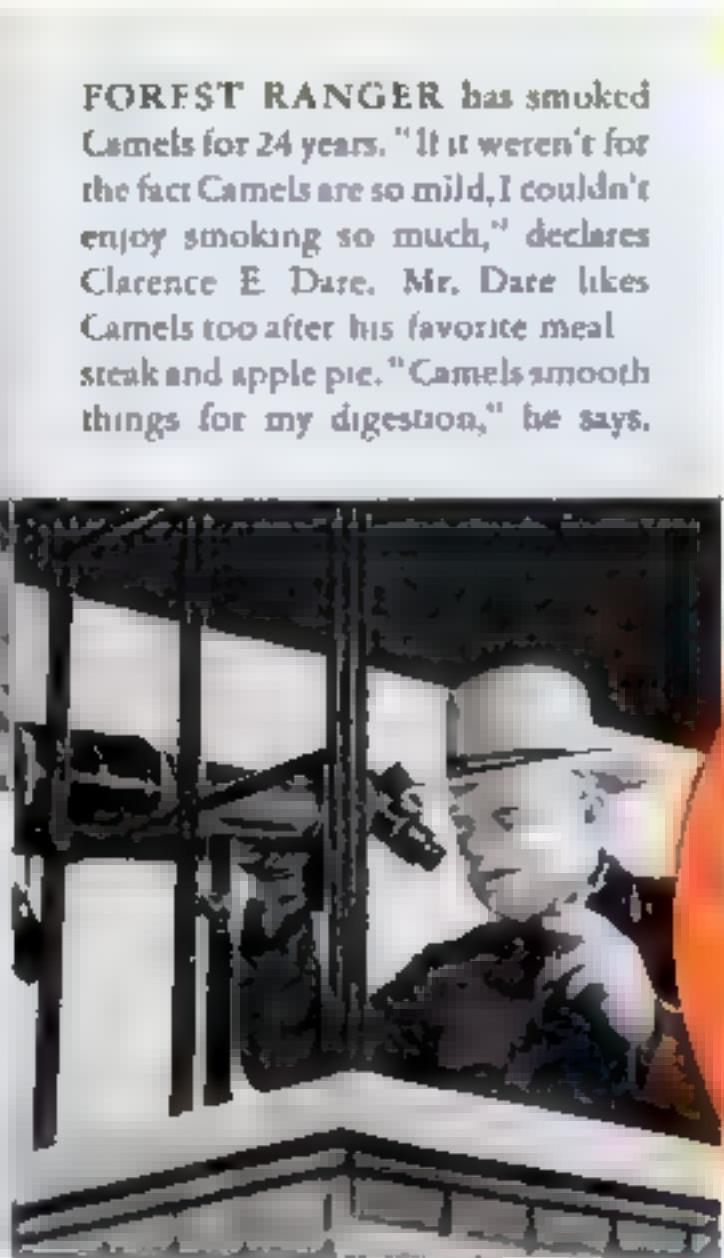
Mr. Roman considers Camel the preferable cigarette for steady smoking. "Healthy nerves are necessary for keeping on top of things. Camels don't interfere with my physical condition or get on my nerves." Above, right, Mr. Roman enjoys

good digestion and a Camel after his tense fight. "I make it a point," he says, "to smoke Camels with my meals and after 'for digestion's sake.'"

*Smooth blending of costly tobaccos.* You see, Camels are made from costlier tobaccos, in a matchless blend. A *mild* cigarette for steady smoking.



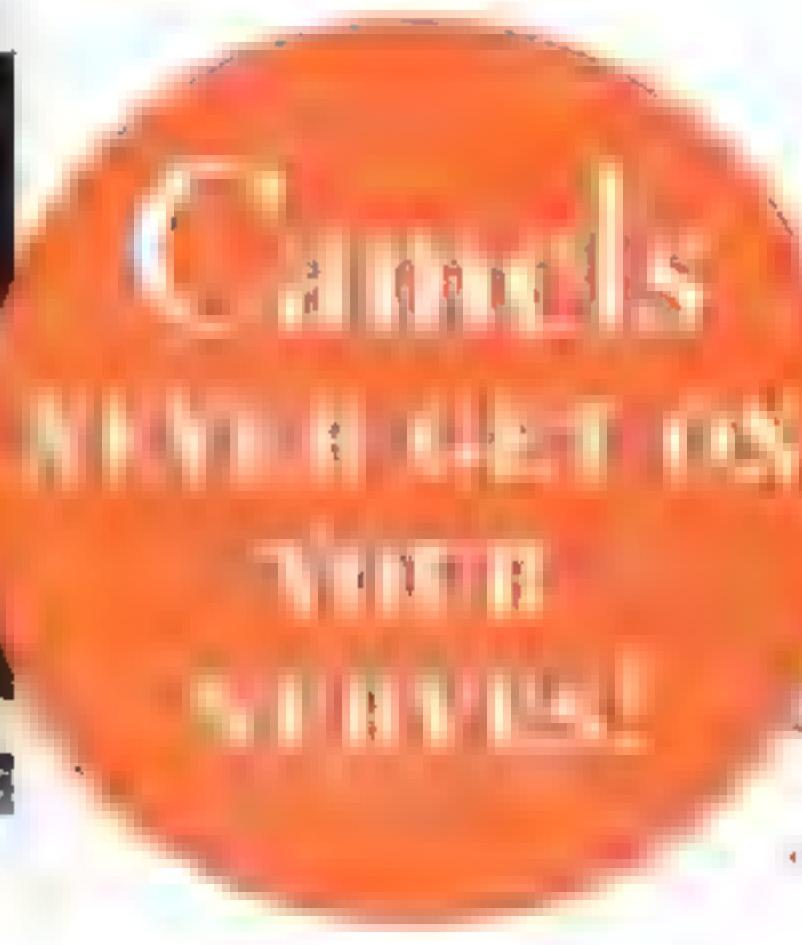
AQUAPLANE EXPERT. Miss Gorm Wheeden, a typical American outdoor girl, says: "I pride myself on keeping in good condition. Yes, I smoke. Like all my crowd, I enjoy Camels—especially at meal-times. I enjoy the sense of well-being that good digestion brings."



FOREST RANGER has smoked Camels for 24 years. "If it weren't for the fact Camels are so mild, I couldn't enjoy smoking so much," declares Clarence E. Dare. Mr. Dare likes Camels too after his favorite meal—steak and apple pie. "Camels smooth things for my digestion," he says.

### Costlier Tobaccos!

Camels are made from finer, MORE EXPENSIVE TOBACCOS...Turkish and Domestic...than any other popular brand.



DOCTORS SAY: "FILTERED, CONDITIONED AIR  
AIRTEMP'S AIR CONDITIONING KEEPS YOU COOL"

*DON'T SUFFER NEEDLESSLY FROM*

# HAY FEVER

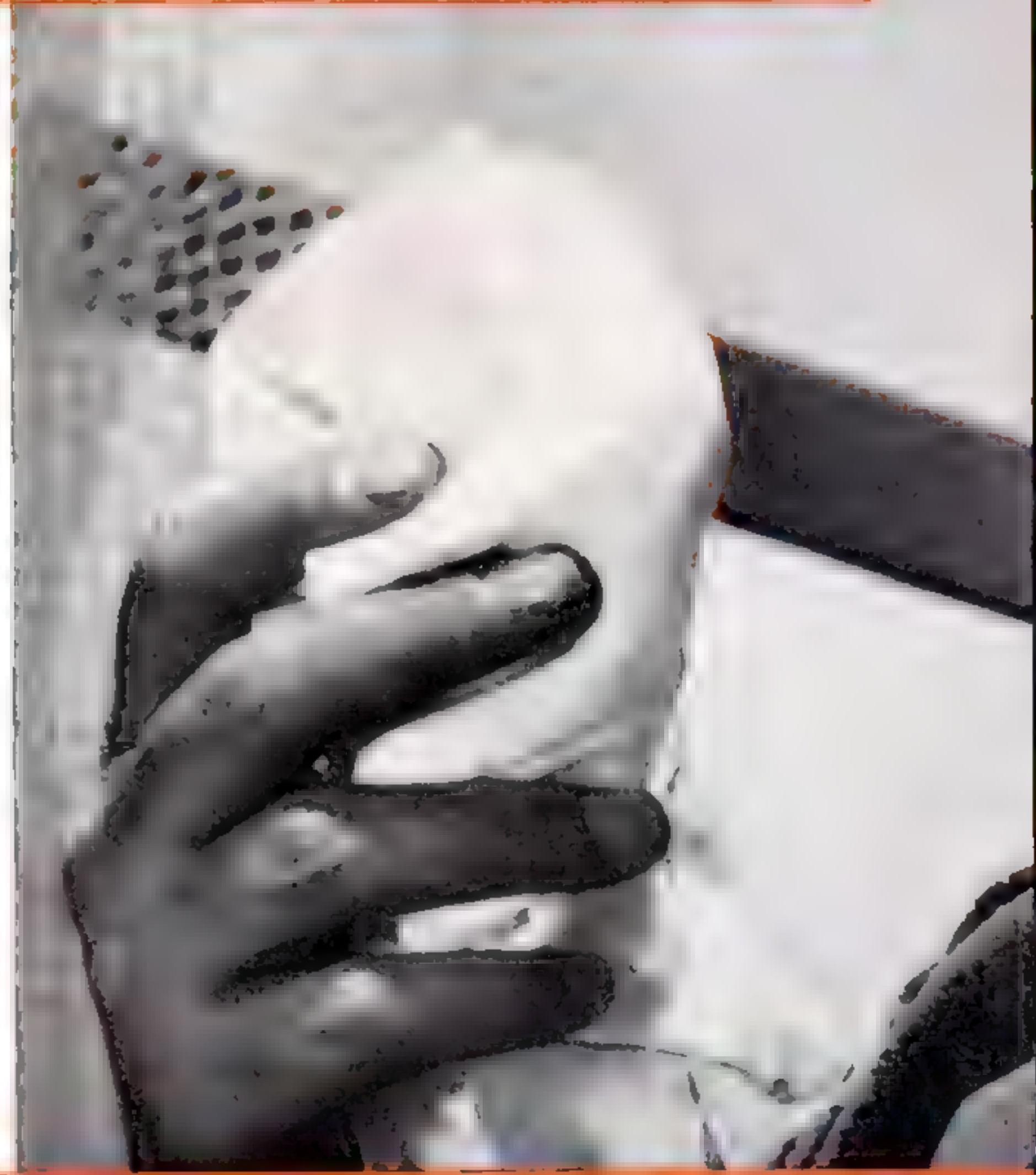
Airtemp Gives You  
**FILTERED\_COOLED\_  
DEHUMIDIFIED AIR  
ALL SUMMER**

SUMMER DOESN'T MEAN FUN to the man in this picture.  
He's scheduled for the misery of hay fever.

Why do doctors often prescribe "change of climate" in hay fever cases? Simply because it gets you away from aggravating conditions!

NOW CHRYSLER'S AIRTEMP GIVES YOU A COMPLETE "CHANGE OF CLIMATE" RIGHT IN YOUR OWN HOME OR OFFICE—WITH A LOW-COST ROOM AIR CONDITIONER YOU CAN EASILY AFFORD!

Ask your doctor about Airtemp Air Conditioning...how it can relieve hay fever suffering. See your Airtemp dealer for price facts...or mail the coupon below...and plan to enjoy this summer. AIRTEMP, INCORPORATED, Dayton, Ohio—Subsidiary of Chrysler Corporation.



*Keep Cool  
with*

**CHRYSLER'S AIR  
TEMP**

# "AIR GIVES RELIEF TO HAY FEVER SUFFERERS" KEEP YOU COMFORTABLE IN YOUR HOME..OFFICE



## INSTALLED IN A FEW HOURS

Simple, compact, beautifully finished in walnut...this new Airtemp Room Air Conditioner can be bought on liberal terms. It is readily installed. Available in air-cooled and water-cooled models. This BIG CAPACITY unit cools, filters, dehumidifies and circulates the air. Investigate Airtemp...learn how you can keep comfortably cool all summer long!



### AIRTEMP HAS COMPLETE LINE

Airtemp also installs cooling systems in theatres, hotels, department stores, industrial plants, office buildings and other large commercial spaces. In addition, Airtemp manufactures a complete line of automatic heating and air conditioning systems for homes.

# AIRTEMP ROOM AIR CONDITIONER

### MAIL THIS COUPON TODAY

AIRTEMP, INCORPORATED, Dayton, Ohio Dept. L-8-2  
Gentlemen: Please send me details about Airtemp's new  
Room Air Conditioner for my home () my office ().

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

...SO THIS TIME WE SAY IT WITH FLOWERS

**I**N A WAY, we've been caught napping... You see, for some time, we've been telling you that Four Roses achieves its greatness in much the same way that fine champagnes and coffees and smoking tobaccos do.

Then suddenly it occurred to us that the very name of our whiskey—Four Roses—suggests an even more striking comparison. We mean the rose itself.

For example—the beautiful roses shown above. They didn't just "happen." Some one had the patience and skill to blend *several* exquisite varieties—combining their rarest virtues in one lovely rose.

A combination of virtues—that, too, is the secret of greatness in a whiskey. And that is why, in making Four Roses, we use not just one fine straight whiskey, but *several*, each outstanding for some particular quality.

Blended together the way we know how, these straight whiskies (and *only* straight whiskies are used) merge *all* their noble virtues in one magnificent liquor—Four Roses!

Frankfort Distilleries, Inc., Louisville & Baltimore, also make Paul Jones (12 proof), Old Oscar Pepper brand (90 proof), Mattingly & Moore (90 proof)—all blends of straight whiskies.

## FOUR ROSES

*A blend of straight whiskies—90 proof*



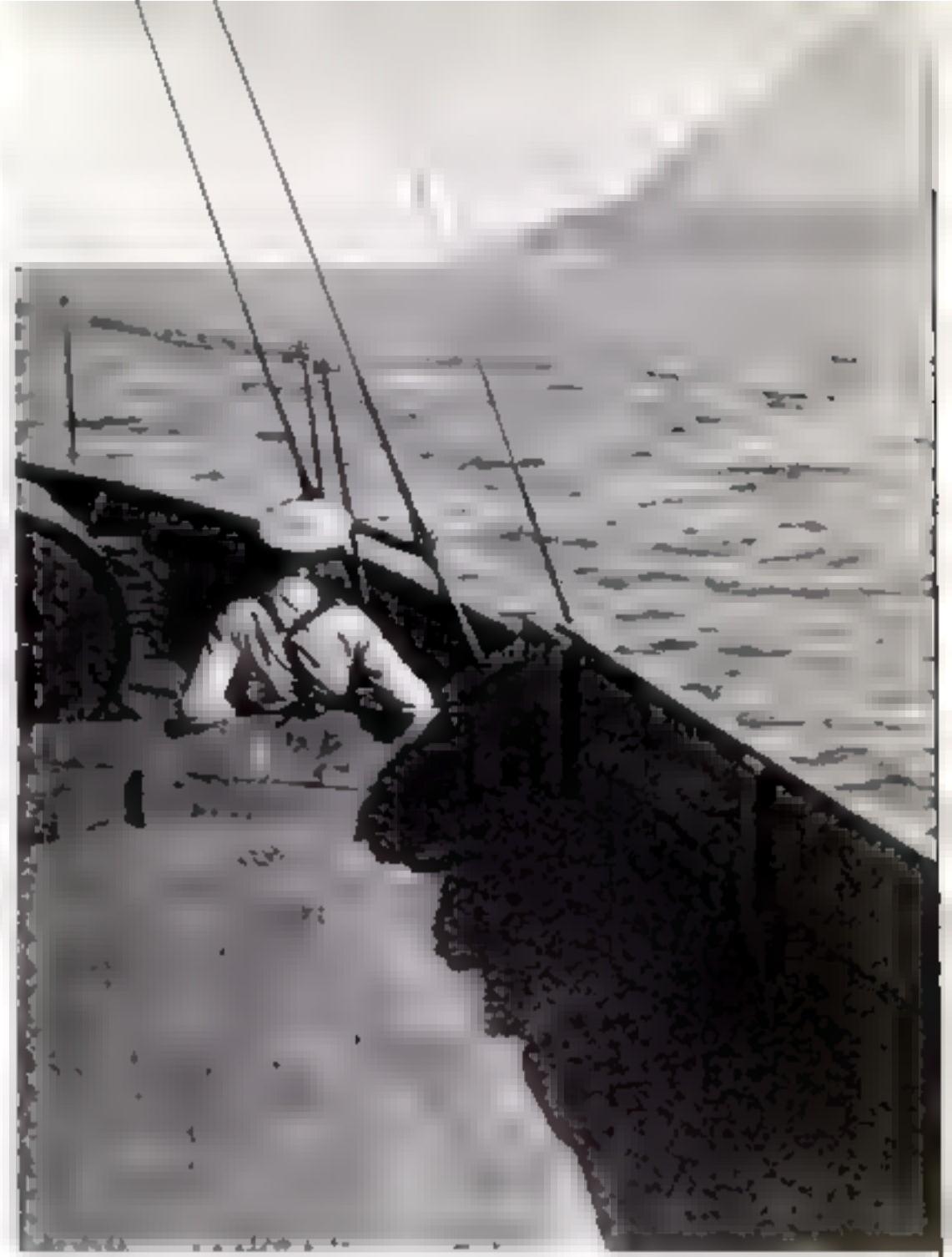
WE BELIEVE FOUR ROSES IS AMERICA'S FINEST WHISKEY REGARDLESS OF AGE OR PRICE



Brazil's surplus coffee is brought down in bags to the wharves of Rio de Janeiro, Brazil's great capital. To stop crookery, police stand guard for the Coffee Department.



Bags are still open and coffee poured into the ship's bins. This year Brazil's crop alone equals the total demand of 25,000,000 bags, but other countries sell 14,000,000.



Past Sugar Loaf, Rio de Janeiro's famed island mountain, the ship steams out to sea, guarded by police to see that all coffee marked for destruction is actually destroyed

## BRAZIL DESTROYS ITS COFFEE TO KEEP THE PRICE UP

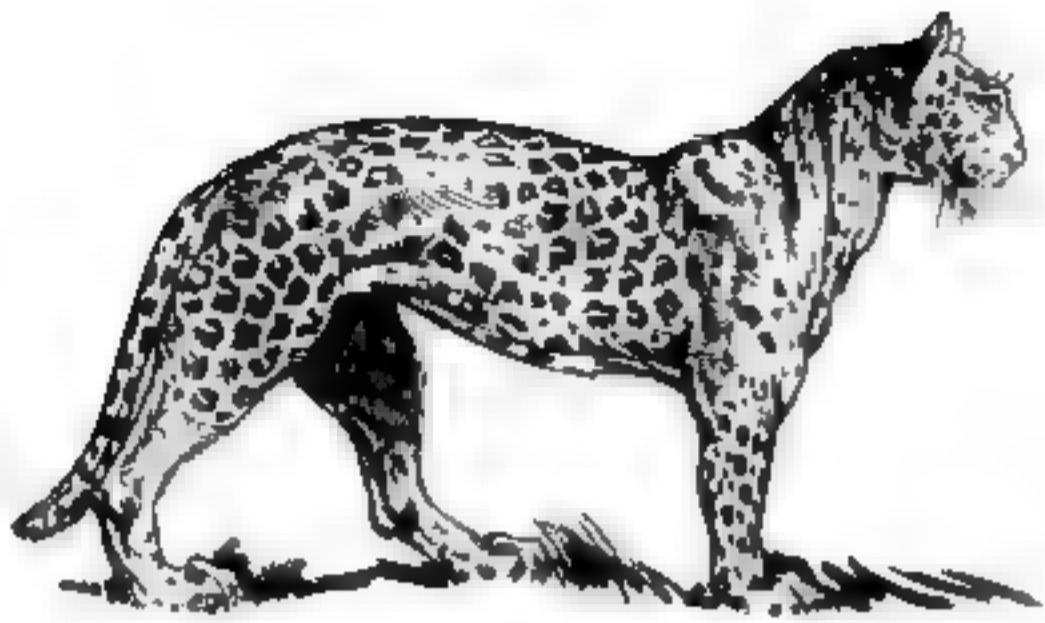
**O**n July 18, Brazil advertised in the *New York Times* that it was destroying 90% of its 1937-38 crop, storing another 40% and selling the remaining 80%. Purpose: to keep the price up to 11½¢ per lb. Of the world's five billion coffee trees, more than half are in Brazil, producing in the last six years an average of 26,500,000 132-lb. bags. But the total demand is only 25,000,000 bags. Apparent solution would be to destroy coffee trees and reduce production. But in Brazil as in the U. S., farmers flinch with horror from destroying trees. Hence Brazil does the next best thing and destroys coffee beans, has destroyed so far 48,550,000 bags of the cheaper

grades. The Government buys the doomed quota with money derived from taxing the quota exported. On this page is shown coffee being dumped into the Atlantic Ocean and on the next, being made into bricks for use as fuel in factories and locomotives. Neither way is as effective as mixing the beans with tar and burning them. Today the great Brazilian coffee city of São Paulo lies under a continual pall of coffee smoke with a heavy, acrid stench.

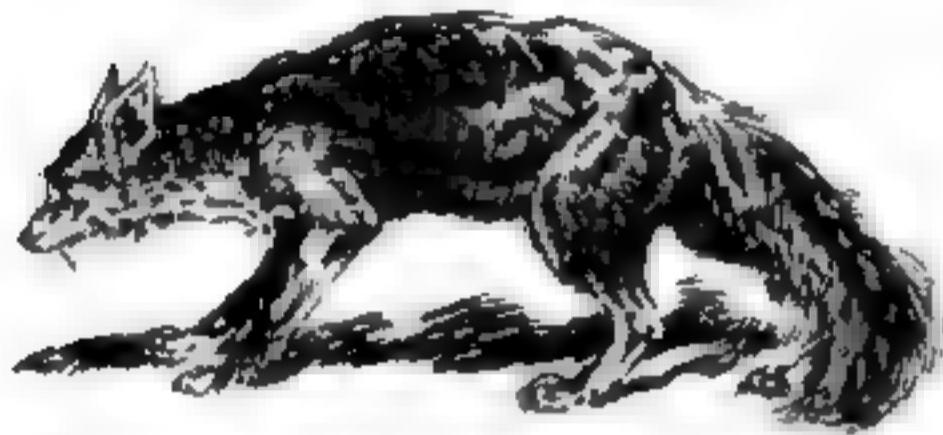
On July 9, Brazil invited foreign chemical companies to begin experimenting to make something besides coffee out of coffee. Possibilities: fertilizer, caffeine, acids, adhesive, cardboard and rayon.

COFFEE BEANS ARE SHOVELLED INTO THE ATLANTIC OCEAN BY HAND AND DUMPED THROUGH CHUTES IN THE HOLD



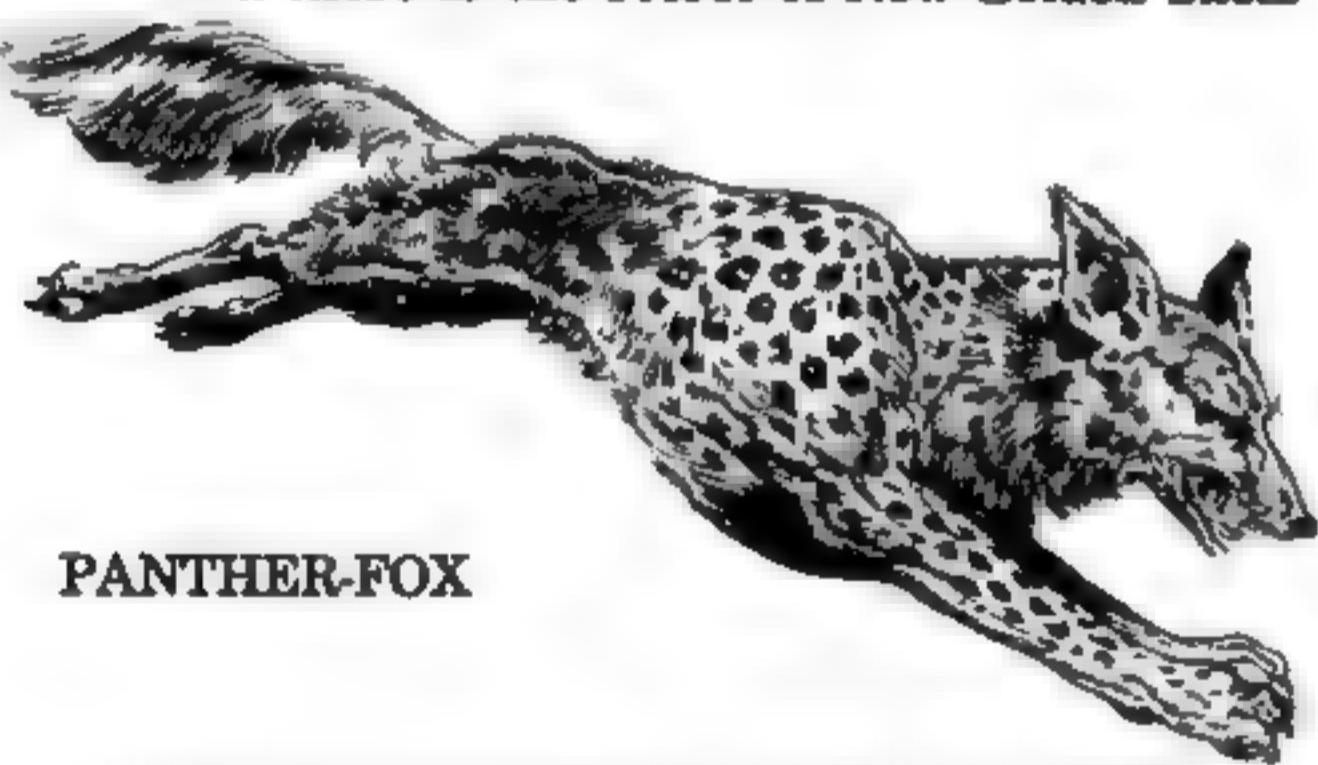


**P** stands for Panther—  
Cat without frills.  
His meow is so TOUGH,  
It gives you the chills!



**F** is for Fox,  
Known well for his cunning.  
His legs are quite FAST,  
And so is his running!

Now mix them both up, and mix them up well,  
And there is the secret of New Golden Shell.



PANTHER-FOX

Like two oils in one, it's Tough and it's Fast.  
It Cuts Starting Wear, and how it does last!

Starting causes More Engine Wear than all the  
running ... New Golden Shell Motor Oil is Fast-  
Flowing to reduce this wear ... Tough so it  
stands the heat of steady driving.

*G. H. C. G.*

The New Motor Oil



## BRAZILIANS TRY TO DESTROY COFFEE

(continued)



Tar and coffee is the mess these workmen are mixing. A little tar goes a long way to make coffee completely worthless as a beverage and then there is no danger that crooked politicians will divert and sell coffee put aside for destruction.



Fuel bricks were one bright idea the Brazilian Coffee Department had for wasting coffee. The machine above presses beans mixed with tar into slow-burning fuel used for locomotives and some factories. But this process proved too expensive.



Ideal destroyer is still fire. Most Brazilian coffee is "liquidated" by old-fashioned burning but it burns slowly, giving off a white and reeking smoke that today drapes a perpetual stench around the outskirts of São Paulo and Rio de Janeiro.



## LOST.. IN A FOG OF FIGURES

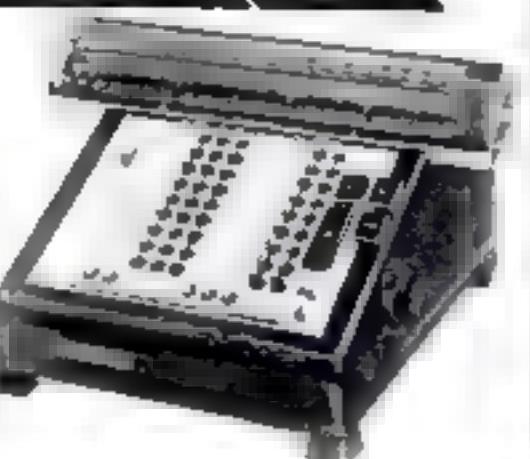
NOW, more than ever, business wants all the *clear* and *useful* figures it can get. Prompt, accurate figures that keep coming along without interruption are the surest help to clear business vision.

Monroe's whole function for twenty-five years has been to clear up business figures—to turn them out as simply, quickly, and cheaply as they can be produced. Today, Monroe offers a machine for every kind of fig-

uring—adding calculators, adding-listing, bookkeeping, and check writing machines.

**MONROE**

**NEW  
ADDING-CALCULATOR**  
Model MA-7  
Series 3 Short-cut Dials, Electric Dials Clearance, Electric Carriage Shift.



One of the 150 Monroe branch offices is near you. Call up and ask to see a "Velvet Touch" Monroe at work on your own figures. There is no obligation. We will gladly send descriptive literature on request. Just drop a line to the factory. Monroe Calculating Machine Company, Inc., Orange, N. J.



## Give yourself a BARBER'S Shave every morning

Here's a SAFETY  
razor built and balanced like  
the barber's "STRAIGHT-EDGE"

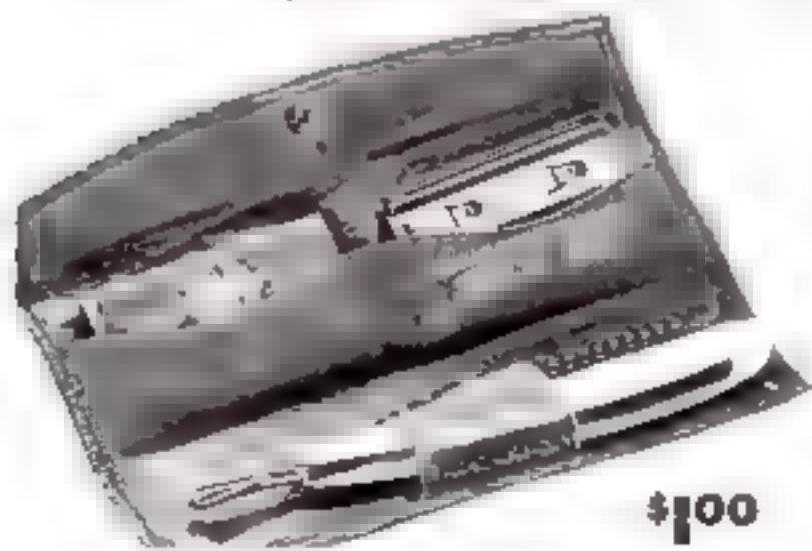
**W**HOM ever heard of a barber using any razor but a "straight-edge"? That's because a "straight-edge" lies flat against your face—shaves closer with a wide, heavy "hollow-ground" blade.

Now you get exactly the same kind of shaves with a Durham Duplex. Designed with the same exquisite balance, "hollow-ground" blade and flat cutting edge—the Durham Duplex shaves closer and cleaner than ordinary razors—yet is perfectly

guarded for your SAFETY.

Thin guards prevent the Durham Duplex from irritating the tender skin surface, while allowing blade to clip off each whisker at the base.

Try a Durham Duplex. You'll find a new thrill in shaving with the barber's long, smooth strokes. Gentle up-and-down motion removes the most stubborn whiskers without pulling or scraping. You get a clean, all-day shave in half the usual time.



Complete Durham Duplex Outfit: 6 "Hollow-ground" Blades, special Stropping Attachment, in red leather traveling case . . . \$1. Ask your dealer for this and other Durham Duplex models. DURHAM DUPLEX RAZOR CO., Jersey City, New Jersey.

In Canada: 50 Pearl St., Toronto, Ont.

## WHY WOMEN TAKE THEIR SHOES OFF

**A**s every woman knows, the fashionable opera pump is an instrument of subtle torture. All the weight is on the ball of the foot and every time the foot bends, the vamp digs into the flesh at the instep. There is only one relief yet discovered—to take the shoes off. The pictures below, designed to show the widespread use of this relief, were taken for the National Foot Health Council which heartily approves the practice.



PUMPS ARE TAKEN OFF UNDER BRIDGE TABLES AND IN PARLORS . . .



. . . IN RESTAURANTS BY THE SERVER AND THE GIRL AT THE COUNTER . . .



. . . IN STORES BY THE SHOPPER AND AT DESKS BY THE STENOGRAPHER



**C**RIPPLED for life in a blowout smash-up! A pitiful accident that could never have happened if the car had been equipped with LifeGuard\* Tubes — Goodyear's great safety invention that makes the worst blowout as harmless as a slow leak!

How is that possible? Look at the adjoining diagram and you will see that the LifeGuard Tube has a two-ply "inner tire" inside the usual tube. You may rip your tire to ribbons, blow the outer tube wide open;

yet this inner chamber retains enough air to hold up your wheel, keep your car on the road — until you can slow down from highest speeds to a safe, sure stop without the slightest weave or wobble!

Hundreds can testify to that — hundreds who say they owe their lives to this miracle tube. Your family should have LifeGuard's certain safety, too, for there is no such thing as a blowout-proof tire. See about LifeGuards today — you can't buy better protection to save your life!

"I have had three blow-outs . . . on different cars equipped with LifeGuard Tubes . . . at speeds over 60,"

writes Mr. Jerome O. Eddy of Skull Valley, Arizona. "Each time I was able to drive nearly a mile without lurching and the tire was still up when I stopped . . . it's the cheapest insurance a man can buy..."

## GOOD YEAR LifeGuard® Tubes

TAKE THE TERROR OUT  
OF BLOWOUTS



This remarkable safety tube consists of a reserve two-ply inner tire inside the regulation tube, both inflated by the same valve. When the casing blows out only the outer tube lets go. The inner tire holds enough air to support the car without lurching until you can come to a safe stop.

FOR PASSENGER CARS  
TRUCKS • BUSES

# "I WOULDN'T DRIVE ANOTHER MILE WITHOUT LIFEGUARDS"

\*LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company, Inc., and is protected by patents applied for.

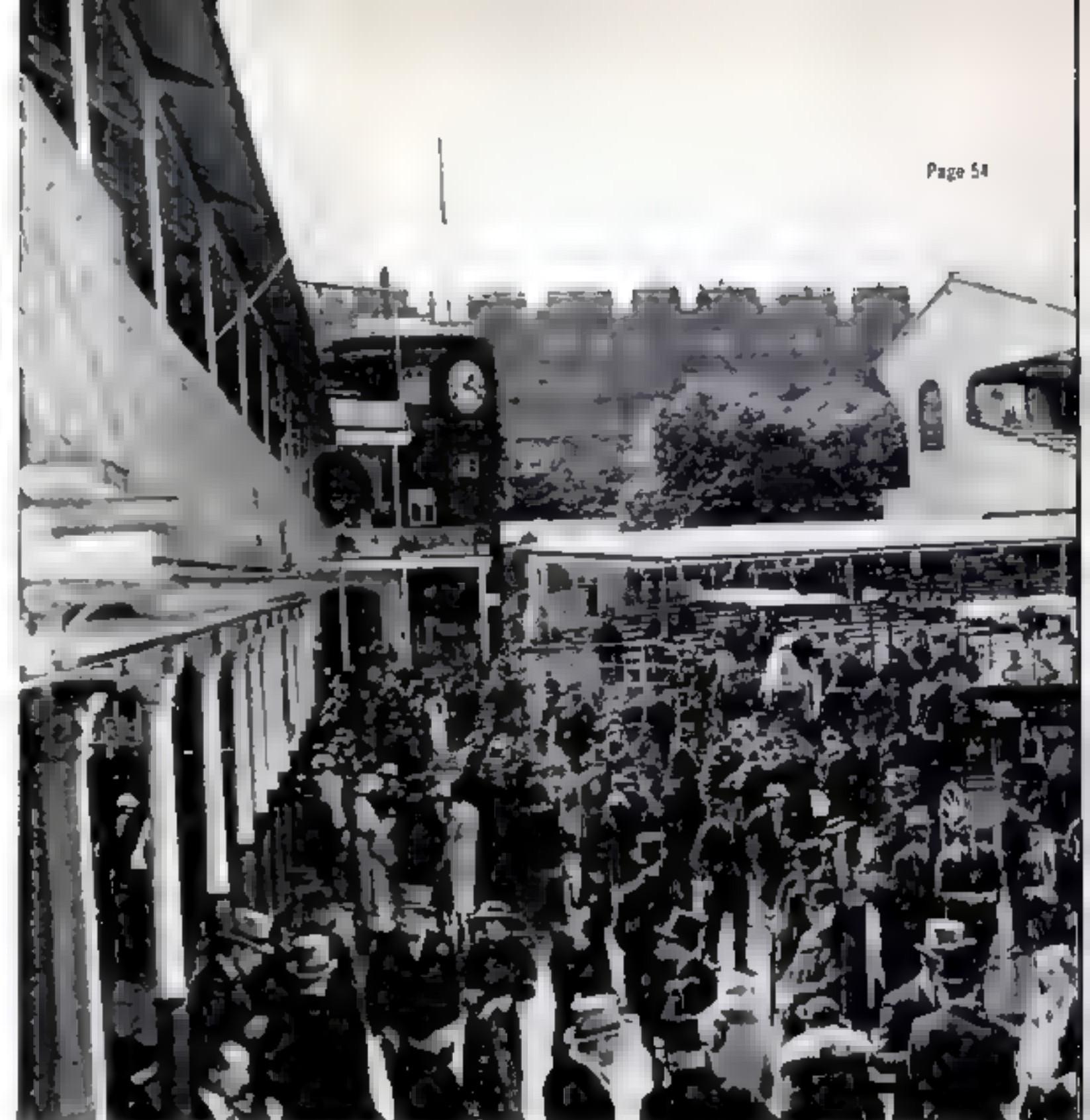
# THE CAMERA OVERSEAS:

## Eton beats Harrow by seven wickets at Lord's

If a U. S. sport event condensed on one field the classic rivalry of the Yale-Harvard football game, the casual swank of a Meadowbrook polo championship match, the house-party air of the Kentucky Derby, the dressiness of a Hollywood movie opening, it might equal Englishmen's idea of the annual Eton-Harrow cricket match at Lord's, shown on these pages. This year, on July 9-10, Eton beat Harrow by seven wickets between cloudbursts.

Eton and Harrow are the two most exclusive English schools. Eton is a shade more exclusive, which means in England that it is far and away more exclusive. An Eton snob is the world's snobbiest snob. Harrow is, relatively, more democratic and more normal, except for a few wealthy parvenus. Lord's, on the outskirts of London, is a 120-year-old clubhouse where most top flight British cricket is played. The Eton-Harrow match has gradually topped the Oxford-Cambridge match as a fashion event.

The British love cricket because it is a slow-moving, non-violent game that exalts judgment and a moderate skill above physical strength. The game is simply an attempt by one side to pitch a ball and hit a wicket, an attempt by the other side to keep the ball from hitting the wicket, by hitting the ball with a wooden bat. If the batsman hits it far enough, he runs to another wicket and scores a run. The opposition may put him out ("make a wicket") by catching the ball in the air or fielding it in time to hit one of the wickets before he has run 22 yards. The simplicity of the game is obscured by a multitude of petty rules, precedents and conventions.



**Lord's** is the shrine of English cricket. Above is the awink crowd at the Eton-Harrow match July 9-10. The carriages in foreground are rented without horses from Thomas



**Young Harrovians** usually wear Harrow "boaters," flat, wide-brimmed straw hats. At Lord's they changed to conventional black toppers. Only young boys wear the short Eton jacket.



**Young Etonians** wore black top hats with the same tailless Eton jackets and Eton collars worn by the young Harrow boys. These two outside the Lord's gate ignored village boys.



This "old boy" wearing Harrow's cornflower is mousing his  $\frac{1}{2}$  program, fumbling for sixpence (12¢) to buy a cushion.



**Mrs. Jessie Liddell-Hart** (center), wife of Britain's No. 1 military journalist, Etonian Son Adrian, friend.



**Very Rev. Cyril Argentine Arlington**, for 17 years Eton's headmaster, now Dean of Durham, went to Marlborough School.



Tiling, £1.1d. for grandstand seats. A match is usually won by the side with the largest number of runs. This year, on the second day, the Harrow captain, after six of his eleven

men had batted, retired his side and challenged Eton to make a greater number of runs in  $1\frac{1}{2}$  hours. Eton did so with seven men still to bat, hence won "by seven wickets."



**Greatest snob** at Lord's was the Alake of Abeokuta, with daughter. He heads Africa's dread Egbo (LIFE, June 28).



Last year's Harrow captain, D. D. Carris, squired his garden-frocked sister and stepmother and cushioned. Last year his team tied Eton.



Sir Walter Gilbey (in), cantankerous martial critic, wore a rolled-brim black top hat.



First Harrovians to bat were R. M. Seligman and V. A. Carp (right). Rothschilds and Seligmans go to Harrow, some Sassoons to Eton.



The wicket (centre) is topped by two delicately balanced splinters which the pitcher (bowler) tries

to knock off. Carp (see left) ineffectually bats the ball away from the wicket but not far enough to try for a run.

## THE CAMERA OVERSEAS: ICELAND WANTS TO BE ALONE



NEARING REYKJAVIK, ICELAND'S ONLY CITY, THE STEAMER PASSES BIRD ROCK, SAMPLE OF ICELAND'S RELATIVELY RECENT VOLCANIC BASE



Dried cod is what this pretty, glib Icelander is carrying along Iceland's rocky shore. More cod

is piled like cordwood behind. Besides fish, Iceland exports eiderdown, mutton, horses, butter.

**F**or 1,000 years, conquerors and colonists have passed by Iceland because it is on the Arctic Circle. In 830 A.D., it was a republic of 80,000 descendants of Norse vikings who had arrived in 870. In 1262, it entered the "five dark centuries" of Norse and Danish domination by remote control. In 1918, it definitely re-emerged into the light when it became an independent kingdom whose only connection with Denmark is that it has the same king, in the person of Christian X. Since then its population has boomed, reached 120,000. In 1940, Iceland will vote on whether it wants to drop the monarchy idea entirely. On June 20, its four-yearly elections overthrew its conservative government, put in a progressive farmers' government and for the first time elected to the Althing (Parliament) three Communists.

As the world's most solitary nation, Iceland has done well. Its race is probably the purest in Europe. Icelandic is today the language of 930 A.D. with the addition of a few new words like radio (*utvarp*), cigarette (*vindling*) and Communist (*Kommunist*). Iceland has absolutely no army, navy, air force or militia. Since higher education is free, it has no illiterates. It has no murder or suicide. But it has 30 lepers. In the Middle Ages it produced much of the best of Scandinavian literature—the Edda, sagas and folk tales—and its contemporary writers include Benediktsson, Kvaran, Laxness, Gunnarsson. Its great artist is the Sculptor Jónason who is supported by the State. And Reykjavik, the capital, has five daily newspapers.

Iceland is a freak land. On the uninhabited four-fifths there is far more ice than on all Europe. Under the ice is hot rock, sending up geysers, hot springs and occasionally a volcanic eruption. But the Gulf Stream washes the south and west portions where live Iceland's 120,000. Except for a few stunted birches, the poor soil grows no trees, no grain, fruit or flowers. There are no railroads, travel being by horseback, or, recently, by automobile. Iceland has no wild animals except fox and reindeer; only one breed of dog but millions of birds, billions of midges and in its streams a fisherman's dream of salmon and trout.



A CORNER OF REYKJAVIK. PARLIAMENT LEFT FOREGROUND. CATHOLIC CHURCH ON HILLTOP. MOST OF THE CITY IS LEFT AND BELOW.



These sturdy blondes, at a school for gymnastics and swimming, are of nearly pure Icelandic stock, pledge allegiance to Iceland's flag—red and white cross on blue field.



Iceland's oldsters, among the world's most independent, stubborn, insubordinate but friendly peoples, are taken care of in comfortable but extremely plain old folks' homes.



The Reykjavik Museum shows old Icelandic art (above) but features native birds' eggs and is rarely visited. The church art (above) died out when Iceland went Lutheran in 1550.

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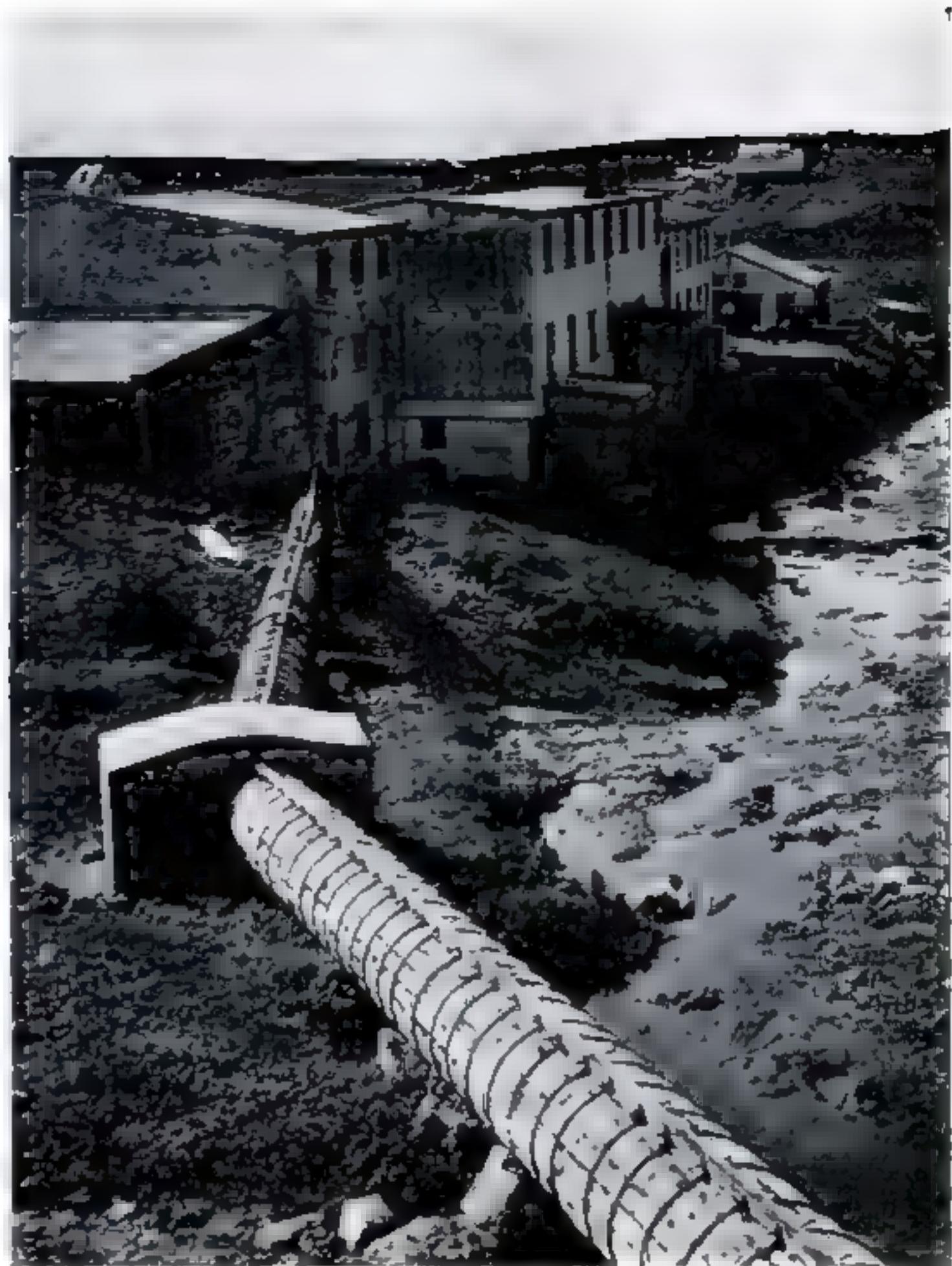
**ICELAND (continued)**

## THE WATER IS WARM IN ICELAND

In the land called Iceland, the swimming scene above is far from uncommon. The water is natural hot water, air-cooled to a comfortable temperature. During a summer day, the air temperature reaches 80° and in the four-hour night it may drop to 40°. In the country are a hundred pools like the above, which is near the famed Gullfoss, a 66-ft. waterfall 60 miles from Reykjavik. Most Icelanders can swim, use these pools winter and summer.



The **Gryla Geysir** is the most famed of Iceland's freaks. Once reliable, it now sulks but if heavily primed with soap, enabling a bottom layer of boiling water to pierce the top layer of cold water, it may spout on demand. On King Christian X's visit in 1936, it refused to function because soap-rich American tourists had exhausted it day before.



**Hot water** may prove to be Iceland's salvation. Above, it is being piped to a factory near the hot springs. Below, it heats greenhouses in which are grown most of Iceland's vegetables. Begun as a luxury, these greenhouses have been found to be a profitable all-year-round device to get around the fact that Iceland's soil coverage is thin and barren.



## THE CAMERA OVERSEAS: MARCONI LEAVES HIS MILLIONS TO DAUGHTER ELETTRA



The smiling girl is Elettra Marconi. The name on her sailor cap stands not for herself but for her father's yacht at whose rail she stands. On July 19, eve of her seventh birthday, her father, the Marchese Guglielmo Marconi, Grand Old Man of Wireless, died of a heart attack at Rome. It was later announced that his will had passed over his three children by a first marriage and had left the bulk of his \$25,000,000 fortune to Elettra, sole issue of his second marriage.

Marconi made the well-known theory of electric waves useful to man-

kind in the form of wireless communication. His greatest contribution was that he refused to believe the theory that electric waves could not curve over the horizon. In 1901, he built a wireless station in Cornwall and sent the first message across the Atlantic to Newfoundland.

His first wife was Beatrice, descendant of the 11th-Century O'Brien kings of Ireland, aunt of the 16th Baron of Inchiquin. In 1924, she divorced Marconi, married the Marchese di Montecorona. Marconi promptly married the Italian Countess Maria Bezze-Scali. Benito Mussolini was best man.



The second Marchesa bore the Marchese Marconi blonde, charming, 7-year-old Elettra after whom her father named his yacht. His widow will enjoy the usufruct of Marconi's estate until Elettra comes of age.



The yacht **Elettra** was equipped by Marconi with an elaborate experimental laboratory. In his investigation of transmission under various conditions, *Elettra* en-

abled him to put himself at any desired point at sea to receive messages. In 1934, he announced he would soon make a sensational announcement, which never came.

# If you've ever known a child, LIFE'S Editors write this to you:



Did you ever see a city boy with August sallow stamped on his face?

Did you ever see a little city girl sitting listless and hot-eyed on a brownstone stoop?

Have you ever seen the moving look of delight on the face of some just-made-happy child?

One child will wear that look if you will send \$7.00 today to LIFE CAMPS.

For that \$7.00 will let us tell little Susie O'Connor or Teddy Wolff or one of the Doe kids, that a long-longed-for week at camp in the country has been all fixed up.

\$14.00 will make the news "Two weeks at a LIFE CAMP."

And from \$1.00 contributions we will make up still more sevens and fourteens to the same result.

WHEN the new LIFE took over the old *Life*, they also took over the 51-year-old charitable enterprise, LIFE CAMPS.

This year all overhead and administrative expenses of the Camps are being paid by LIFE's Publishers, so that every dollar you contribute will be converted into a full day of country air and sun and fun for a boy or girl.

LIFE's three camps, two for boys and one for girls, are in Branchville, Conn., Pottersville, N. J., and Matamoras, Pa. They are not great big generalized camps of "institutional" character. Each camp splits into groups of six or seven children, with a professional counsellor in charge of each group.

The children live in covered wagons, in tents, in small log cabins. They work, have duties, have responsibilities. And they have friends and games and laughter — and the new experience of the bigness and quiet of forest and mountain and sky.

LIFE CAMPS have always had loyal contributors who endorsed the work of the Camps, and who themselves made it go on their own contributions. To these and to new friends of LIFE, LIFE CAMPS now appeals, simply and directly, for 1937 contributions.

For convenience, simply tear out the envelope bound into this issue. Mark it clearly "LIFE CAMPS." And put into it whatever you can—a dollar—seven—fourteen—now, before you forget, and send it off to LIFE's Editors.

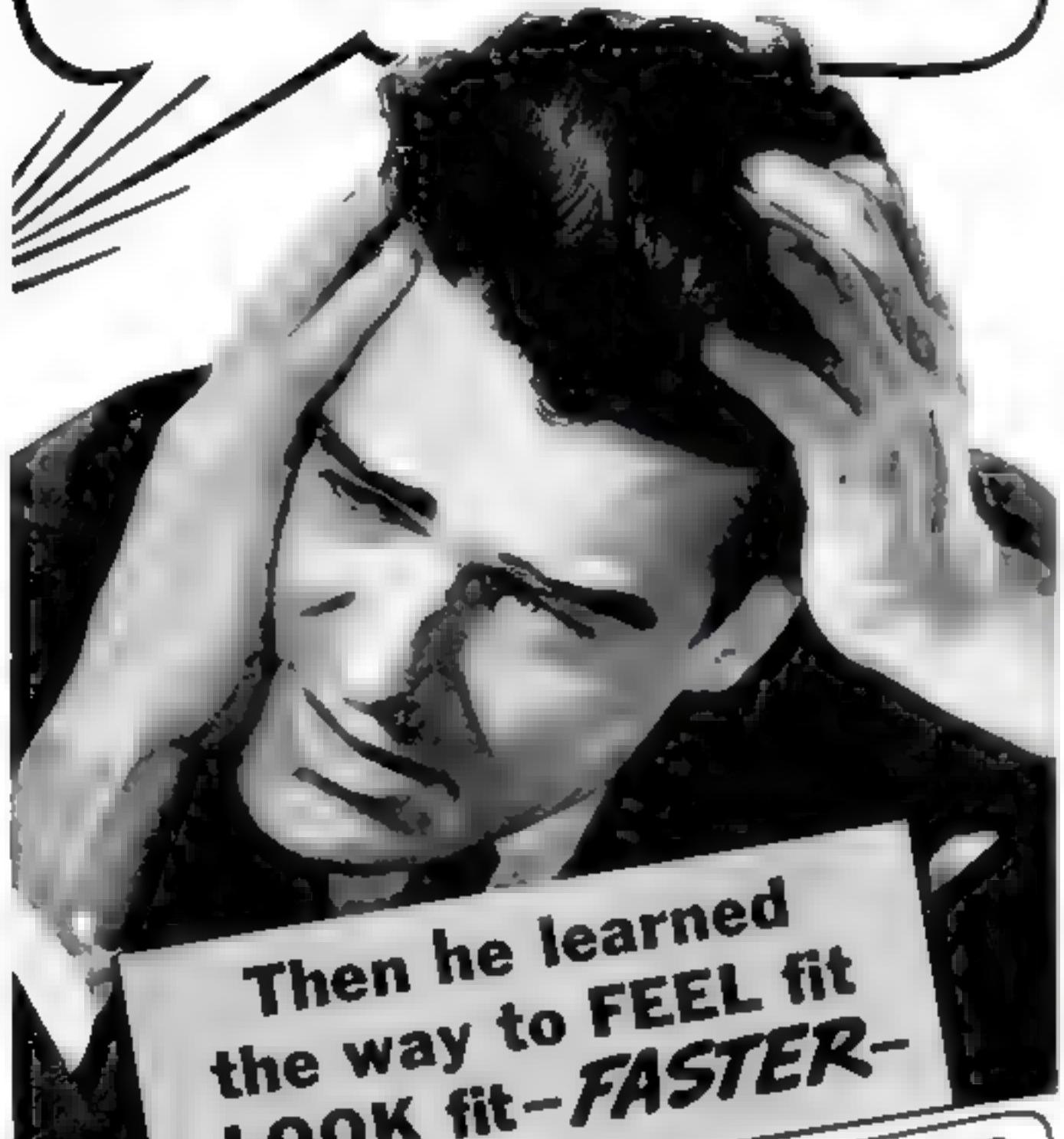
Did you ever see a city boy with August sallow stamped on his face?

Did you ever see a little girl sitting listless and hot-eyed on a brownstone stoop?

**LIFE CAMPS - LIFE CAMPS - LIFE CAMPS - LIFE CAMPS**

Copyright material

# A MAN CAN'T AFFORD TO LOOK LIKE LAST NIGHT'S PARTY!



Then he learned  
the way to **FEEL** fit  
**LOOK** fit—**FASTER**—



Makes you  
feel fit **FASTER**!



• It's natural to celebrate in the evening now and then. But a smart man turns up at the office *feeling* and *looking* fit next day. The simple secret is Bromo-Seltzer.

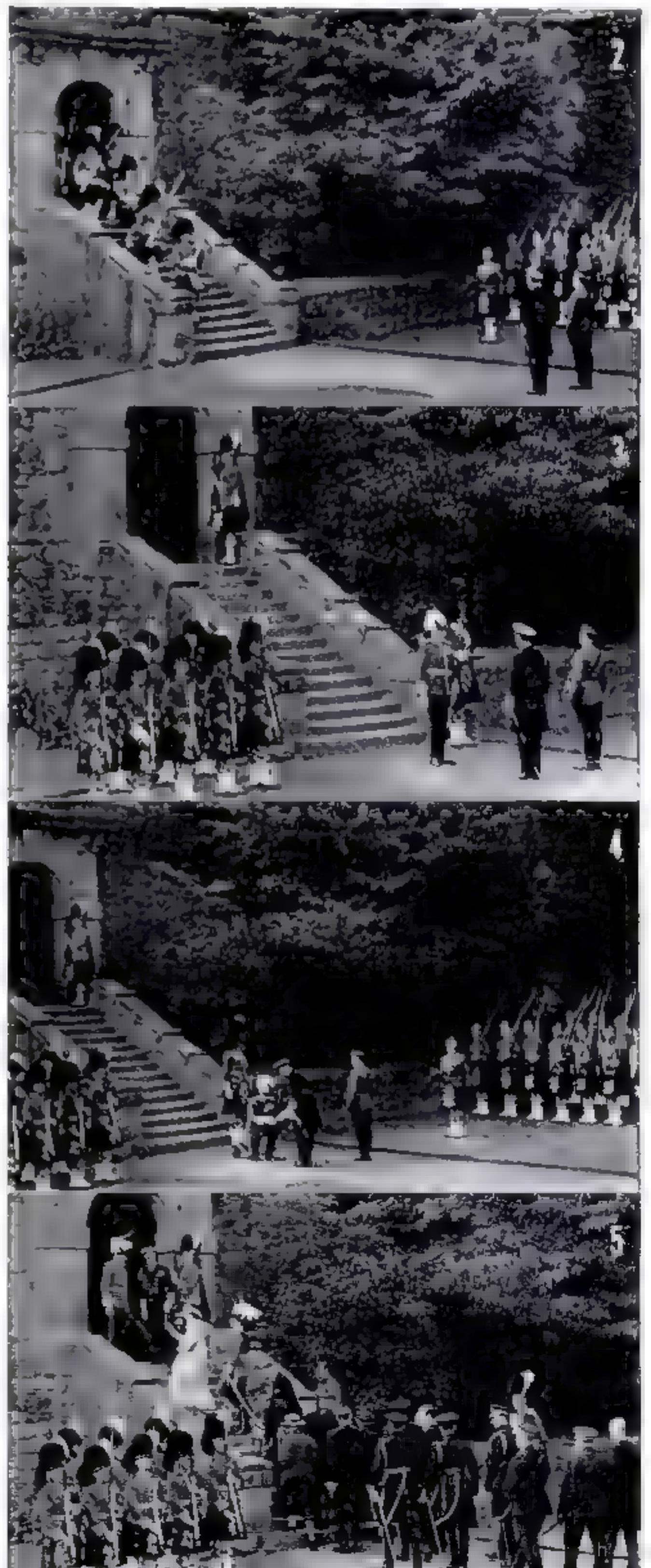
Bromo-Seltzer stops next morning headaches *faster*, doctors found, than any other remedy they tested. It settles your stomach, too—soothes quivering nerves. It **ALKALIZES**—reduces excess acidity caused by overindulgence.

At drugstores, soda fountains everywhere. Keep it at home, too!

**BROMO-SELTZER**

## KING GEORGE VI CAPTURES DUMBARTON

On July 9, at Scotland's Dumbarton Castle, a sentry cried, "Who goes there?" Answered George VI, "His Majesty, the King" (1). Out marched Castle Guard (2) and Governor (3) who gave Castle keys to King (4) who, touching them, accepted the "submission," led in his force (5).



# KNOW A CHRYSLER WHEN YOU SEE ONE!

## ★ THIS IS THE NEW CHRYSLER ROYAL

... this year's invader of the low-priced field. A new kind of low-priced car . . . bigger, roomier, finer, more capable . . . yet so economical with its new Gold Seal engine that owners report 18 to 24 miles per gallon.



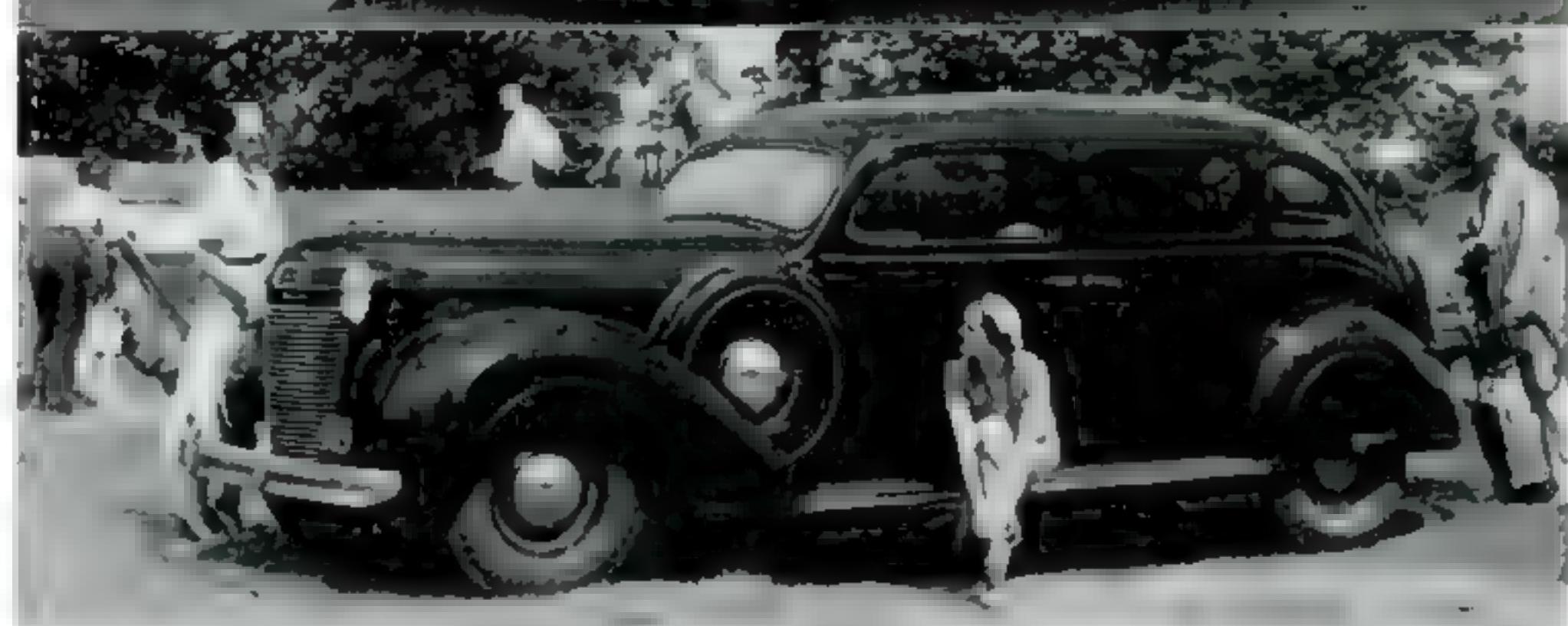
## ★ THIS IS THE CHRYSLER IMPERIAL

... long famed as the finest expression of Chrysler engineering . . . now in the medium-price field at the lowest price ever asked for this famous car. Big, beautiful, swank, dashing . . . notable for doing things in the manner of the thoroughbred.



## ★ THIS IS THE CUSTOM IMPERIAL

... famous as the only custom type car in America with a Safety All-Steel Body. Built for those who demand size and luxury . . . it is magnificently turned out on a chassis of 140-inch wheelbase . . . powered with 130 horsepower.



## ★ THIS IS THE CHRYSLER AIRFLOW

... the car that revolutionized the whole trend of the industry. The pioneer in authentic streamlining . . . in scientific weight distribution for a better ride . . . in unit body and frame construction for greater safety.



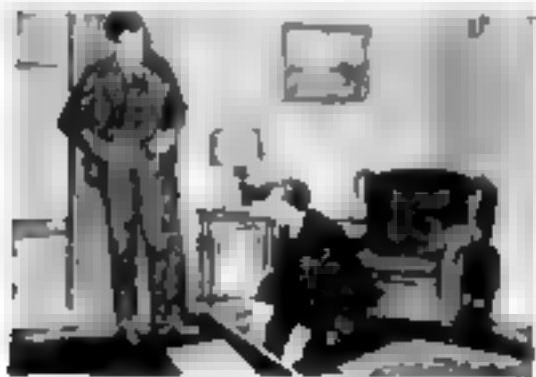
Easy to buy on convenient terms with the official Commercial Credit Company plan. Tune in on Major Bowes, Columbia Network, every Thursday, 9 to 10:00 P. M., E. D. S. T.

**HERE'S OUR HOLLAND FURNACE  
AND HERE'S OUR Guarantee OF  
PERFECT HEAT  
IN EVERY ROOM!**



### WHY HOLLAND CAN GIVE YOU SUCH AN *Efficient and Economical* HEATING SYSTEM!

**World's Finest Furnace**  
No other furnace on earth gives you all the features Holland gives you for increasing efficiency, saving fuel, reducing furnace tending. Yet modern production methods keep prices surprisingly low.



**SCIENTIFICALLY PLANNED SYSTEM**  
Every Holland installation is planned by Holland's own trained engineer after a thorough, scientific room-by-room analysis of heating needs.



**CHECKED BY FACTORY EXPERTS**  
The local engineer's plan must be checked by factory engineers who make improvements, if it is at all possible.



**FACTORY'S OWN MEN INSTALL**  
Finally, your Holland System is installed by Holland's own expert crews, whose work is then rigidly inspected by the local heating engineer.

ARE you one of thousands who know they need a new heating plant but fear the cost? If so, there's a grand surprise awaiting you when you learn how easy it is to own the most efficient and most economical of all warm air heating systems . . . the HOLLAND. Over 30 years experience in making and installing home heating equipment enables Holland to give you the very finest at surprisingly low cost.

#### EASY . . . LONG-TERM PAYMENTS

What's more, Holland handles everything for you . . . plans a system to fit your needs exactly . . . installs it . . . guarantees you perfect heat in every room . . . even arranges purchase plans to fit your purse. You virtually make your own terms, too, and no delays . . . no red tape.

#### NEW OIL-FURNACE AIR CONDITIONER

Why not find out about Holland Heating now . . . especially the amazing New Holland Oil-Furnace Air Conditioner. It combines automatic oil-burner, warm air oil-furnace and air conditioning equipment complete in one unit yet is extremely low in first cost . . . almost incredibly economical. Mail the coupon below for full details.

## HOLLAND FURNACE COMPANY

HOLLAND, MICHIGAN

*World's Largest Installers of Home Heating and Air Conditioning Systems*

HOLLAND FURNACE CO., Dept. L-8  
Holland, Michigan  
I want to know more about Holland Warm Air Heating and Air Conditioning.  
 Send Literature.     Have Engineer Call.

Name.....

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## Private Lives



**Carol Lathrop**, 18, of Washington, D.C., was the pretty subject of a Japanese paradox. She complained that Japanese soldiers in Peiping, China, had kicked her. The U.S. complained to the Japanese Government which said that it was sorry its soldiers had kicked Miss Lathrop, then confused everything by adding that its soldiers hadn't kicked her.



**Margo** is the only major U.S. movie player who doesn't use a last name. Few fans know she is Margarita Bolado. Soon they will all know her last name because she will become Mrs. Francis Lederer, wife of the actor. Margo is Mexican. Her mother had 31 brothers and sisters. A dancer, Margo broke into movies by fibbing about her acting experience.



**Joseph Kolmer**, 85, took Sarah Lebowitz, 75, to wife in the synagogue of the Home of the Sons and Daughters of Israel, New York asylum for aged Jews. Their 280 brother and sister inmates attended the ceremony. Wedding speech was made by irrepressible Tobias Weinstock, 111, who cried: "Mazeltof! I hope you have a little boy in three years."



**Philip Sharpe**, 20 months old, was kidnapped from his home in Beltsville, Md. In less than an hour, police stopped the kidnap automobile, rescued young Philip after a terrific struggle with his abductor, a 6-foot, 180-pound woman. Philip, not at all upset by abduction or struggle, posed with a world-weary air for the newspaper photographer.



**Mary Emma Woolley**, after leaving Mount Holyoke College where she has been president for 37 years, announced firmly that she wasn't going to fade into an old age of quiet retirement. She expects to be very busy with her international peace work and possibly an autobiography. "Why shouldn't one start life at 74 as well as at 40?" she asked.



**Stella Crater** stirred up the mystery of what happened to her husband, Joseph F. Crater, Tammany judge who disappeared in 1930, by saying he was murdered by politicians. She is now trying to have her husband declared legally dead. Asked if she would marry Earl Doucette, Maine's publicity director, Mrs. Crater blushed. Mr. Doucette also blushed.

(continued on p. 66)



## *Protect your priceless possession...*

GOOD health is the priceless possession which all mankind strives to retain, and when lost, sacrifices all else to regain.

It is reflected by the ruddy cheeks of chubby youngsters . . . the sparkling eyes of youth . . . the indomitable vigor of manhood . . . the calm serenity of age.

Good health is the very motive of life . . . the driving force that propels all progress, inspires all aspirations, brings all blessings. As the most precious of human possessions it should be nurtured by wisdom, safeguarded by care, protected by precaution.

Leading Medical Authorities and Health Officers agree that most important to the protection of public health is good plumbing. It supplies the fresh, pure water so essential to well-being and carries away waste dangerous to good health.

Good plumbing is so important to good health that it should be entrusted only to those best qualified by training and experience to insure the skilled workmanship that protects health — the Master Plumbers.

Their long years of experience, their high qualifications established by state and municipal examinations, their knowledge of sanitary

requirements and their deep interest in health protection are assurance that the best interests of the public are served by calling upon Master Plumbers for all plumbing service.

"Standard" Plumbing Fixtures are sold through Master Plumbers because we want our products to help you protect that priceless possession — good health.

*Henry W. Reed.*  
PRESIDENT

**Standard Sanitary Mfg. Co.**  
PITTSBURGH, PA.  
*Division of*  
AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

**WHAT AN AMAZING Improvement  
Maybelline DOES MAKE!**

Both the same person — you decide by belief. I was living a new life — strokes. All because of the Maybelline Eye Brow Pencil. It's the most natural-looking dark tint there is — and it's very easy to apply.

Avoid bold, theatrical, gummy mascaras which cause that "too much make-up" error. Look on Maybelline, the natural-looking mascara — in either the famous Solid-form or new Cream-form. See why more than 11,000,000 beauty-wise women prefer it. Reasonably priced at your favorite cosmetic counter.

Try the smooth-marking Maybelline Eyebrow Pencil and the exquisite, creamy Maybelline Eye Shadow in subtle harmonizing shades. You'll find generous introductory sizes of all Maybelline Eye Beauty Aids at 10c stores.

Introduce yourself to thrilling new loveliness — insist on genuine Maybelline Eye Beauty Aids.

**Maybelline**  
Cosmetics  
Mascara — Black, Brown or Blue.  
In dainty zipper bag. Easily applied without water. 75c.

THE WORLD'S LARGEST SELLING EYE BEAUTY AIDS

# X-ER-VAC TREATMENTS

(Alternate VACUUM and PRESSURE)

**REVITALIZE  
INACTIVE  
HAIR CELLS  
BY IMPROVING  
CIRCULATION**

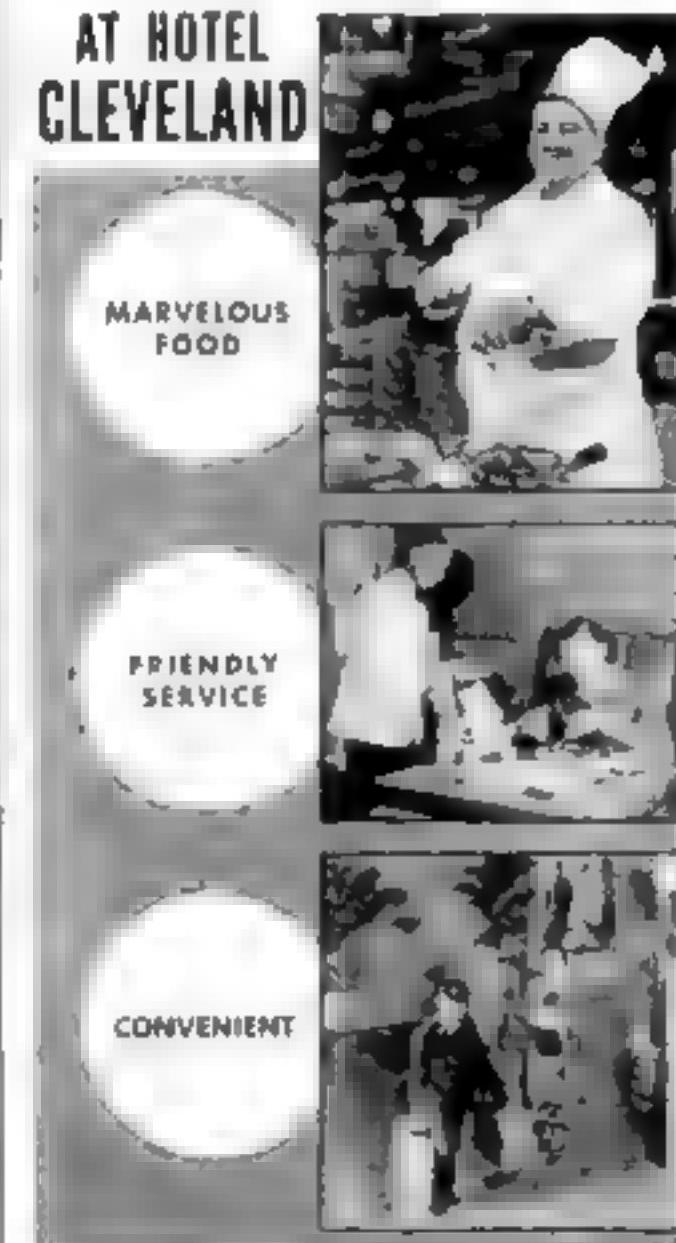
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The XERVAC, through the action of alternate vacuum and pressure, tends to produce a normal circulation in the deep network of capillaries that feed the hair cells. Undernourished, inactive hair cells are revitalized by the nourishment supplied by the renewed circulation, and normal hair growth is stimulated. Your barber or beauty shop can supply treatments. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer—or write direct to

THE  
CROSLEY RADIO  
CORPORATION  
Dept. 377-L, Cincinnati,  
Ohio  
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The C. H. Corp.

## SUCH IS LIFE

AT HOTEL  
CLEVELAND



Union Passenger Terminal and Terminal office buildings are directly connected to our lobby.

HOTEL  
CLEVELAND  
*Cleveland*

## Private Lives (continued)



**James Phinney Baxter III**, naval authority and professor at Harvard, is a close friend of Tyler Dennett, famed biographer and historian. When Dr. Dennett resigned as president of Williams College because trustees bought real estate he thought wasn't needed, the trustees promptly elected Dr. Baxter, 44, himself a trustee, to take his friend's place.



**James Levy**, a good Catholic, left a Long Island court with joy in his heart. When James Murphy was a tot of three, his mother married Irving Levy who was a very good stepfather to him. For years, James wanted to show his gratitude, finally hit on the perfect tribute. He asked the court to change his name from Murphy to Levy. The court did.



**Prince Pignatelli II**, former Constance Grenelle Wilcox of Connecticut, married dark, handsome Prince Guido Pignatelli di Montecalvo in 1925. Last April, the Prince got a Nevada divorce which his former wife is now trying to have set aside as illegal. If she succeeds, this will considerably disturb the Prince because he has since married again.



**Princess Pignatelli II**, the former Mrs. Edward V. Hartford, would also be considerably disturbed if Prince Pignatelli's suit succeeds. She married the Prince last April. Older than her husband, the present Princess is one of America's wealthiest women. Her late husband left her millions made from A & P stock and automobile shock absorbers.



**Anthony Labrizetta** was jailed in 1935 for having robbed the U. S. mail of \$125,000 at Warren, Ohio. Labrizetta swore he wasn't guilty but the Department of Justice had the goods on him. Now the Department has decided he did not hold up the mail. It so informed the President who ended Labrizetta's 20-month stay in jail with a pardon.



**Thomas W. Warner Sr.**, motor accessories millionaire was sued for \$510,000 by a Los Angeles lady detective named Pearl Antibus. Mr. Warner, she said, had prompted a raid on her house in search of his playboy son who was found there in company of pretty Jean MacDonald. Reports said that young Warner would marry Mrs. MacDonald.

# GRUEN

## MAKES WRISTWATCH HISTORY THIS MONTH

● From this week on, Gruen jewelers throughout the nation will be receiving limited numbers of a new watch that is destined to revolutionize every conception of wristwatch design...of wristwatch accuracy...the New GRUEN CURVEX\*. ● Radically new and utterly different from any watch ever before created, the New GRUEN CURVEX\* is the product of a 63-year-old tradition of fine watchmaking...of patient, skillful Gruen craftsmanship. ● Your Gruen jeweler will be proud to show you this most modern of all wristwatches, in striking new models for both men and women.

*CURVEX for women, from \$42.50. CURVEX for men, from \$50.  
Other Gruen watches from \$24.75 to \$250; with precious stones up to \$2500.*

*For your protection, your jeweler will tell you: "There is only one CURVEX"  
... and only GRUEN makes it!"*



**THE NEW CURVEX WAY.** Here Gruen combines the beauty of a curved case with the accuracy of a full-size movement actually curved to fit the wristform case. Even if the case were removed, the revolutionary Curvex movement still would conform to the curve of the wrist.

**THE OLD WAY.** A curved case only. The conventional flat movement, conflicting with the shape of the case, had to be made relatively small and fragile. Accuracy was sacrificed to appearance. The cases in the diagrams above are the same size. But notice the difference in the movements!

THE GRUEN WATCH COMPANY • TIME HILL  
CINCINNATI, U.S.A.

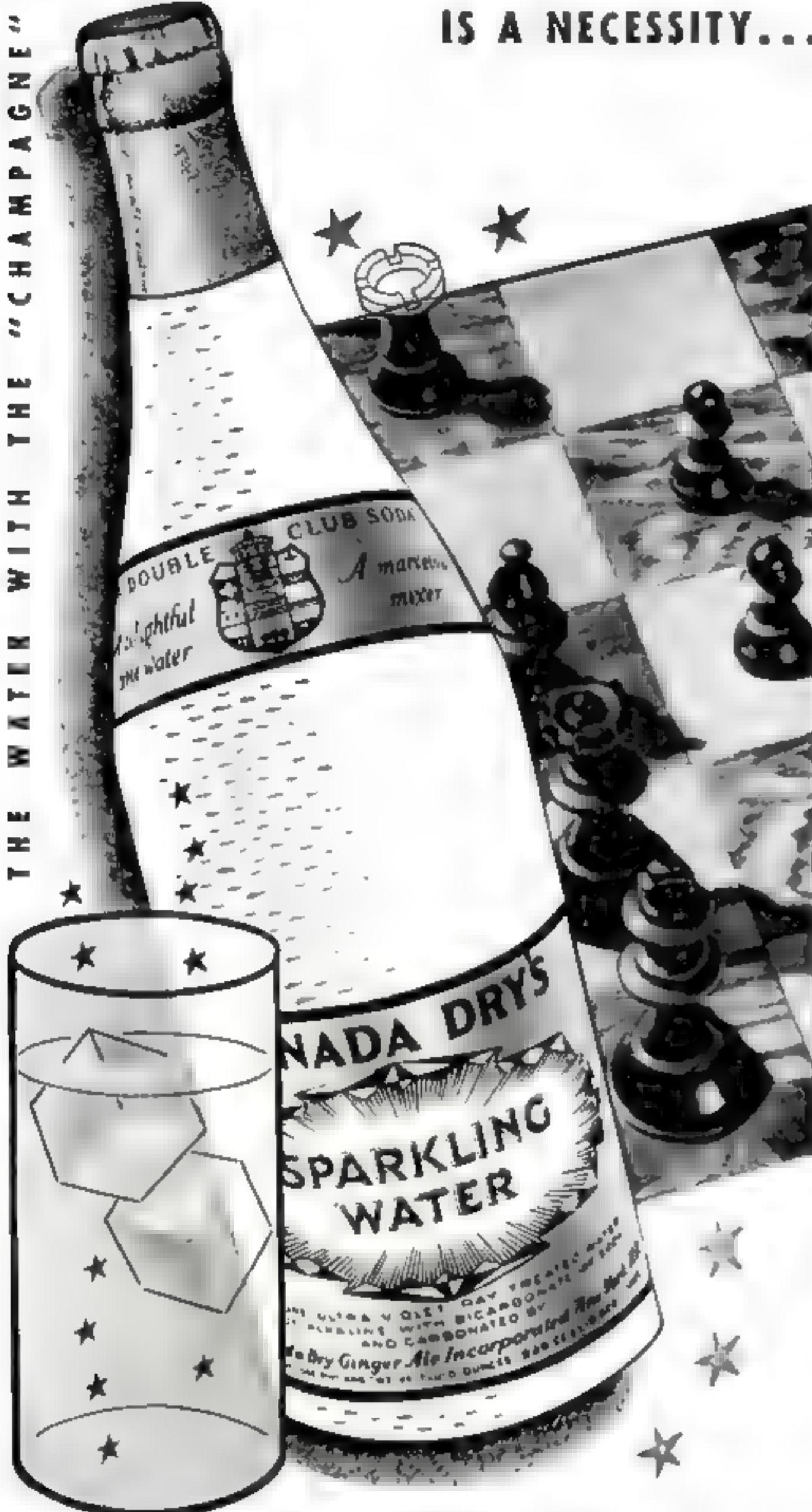


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Time Hill — Cincinnati, U.S.A.  
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No other manufacturer is permitted  
to make the Curvex or to put the  
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WATER WITH THE "CHAMPAGNE" SPARKLE

## WHEN A LONG SPARKLE IS A NECESSITY...



### MIX 'EM WITH CANADA DRY'S SPARKLING WATER

There are times when a man wants to linger over a highball and that's when he really appreciates Canada Dry's Water. The first sip of a highball mixed with Canada Dry's Water has an added tang and the last sip is as good as the first—because the sparkle lasts. You can leave an opened bottle of Canada Dry's Water in a refrigerator and it will keep its sparkle for more than twenty-four hours. Or pour some into a champagne glass and notice the clear, continuous sparkle. There's a secret to this "Champagne" Sparkle. It's PIN-POINT CARBONATION . . . a special Canada Dry process.

**NOW AT NEW LOW PRICES**

## LIFE'S PICTURES



Wallace W. Kirkland who took the pictures of the Catholic Retreat at Hinsdale, Ill. on pages 70-74, was born on a coconut plantation in Jamaica, B. W. I. When he was 12 years old, the estate was destroyed by a hurricane and he subsequently migrated to New York with his mother and sisters. For nine years he worked in New Jersey industrial plants, became actively interested in social work. A YMCA job took him to the Mexican border during the Villa outbreak, kept him there during the War. Later he spent seven years with Jane Addams in charge of men's & boys' activities at Hull House. He is now engaged in travel, writing, lecturing and free-lance photography. Every summer he takes a group of boys on three-month canoe trips through the Canadian forests.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

6—KEY CENTRAL STUDIOS—ACME, D & R  
7—KIRKLAND—PIX—H. W. W.—INT.  
8—KIRKLAND—ACME  
9—PETER STACKPOLE—A. P.—GRIER  
10—KANSAS CITY STAR PHOTO BY KARL JENSEN  
11—KANSAS CITY STAR PHOTO BY SOL STUBNA  
12—KANSAS CITY STAR PHOTO BY KARL JENSEN  
13—KANSAS CITY STAR PHOTO BY SOL STUBNA  
14—KANSAS CITY STAR PHOTO BY SOL STUBNA  
15—KANSAS CITY STAR PHOTO BY SOL STUBNA  
16—KANSAS CITY STAR PHOTO BY SOL STUBNA  
17—KANSAS CITY STAR PHOTO BY SOL STUBNA,  
INT. VANCE JOHNSON, KANSAS CITY  
PIAR PHOTO BY SOL STUBNA—A. P.  
18—WM. VANDIVER CEC. L. & INT. H. KAN-  
SAS CITY STAR PHOTO BY SOL STUBNA,  
Sol. H. WM. RITTAK  
19—JAMES F. SMITH  
20—WM. VANDIVER CEC. L. & INT.  
21—WM. VANDIVER  
22—WM. VANDIVER  
23—CARL H. NYDAN  
24—HEX HARDY JR. CEC. CEN. H. H. S.  
HAMBING  
25—HEX HARDY JR. CEC. CEN. H. H. S.  
26—THOMAS D. MCADOO CEC. CEN. H. H. S.  
FAIRCHILD AERIAL SURVEY  
27—FAIRCHILD AERIAL SURVEY  
28—KAREN DEER FROM BARBA INC. CEC  
DRAWING BY DIETZEN  
29—MORRIS ROSENFIELD CEC. L. H. ROWS  
LIVICE  
30, 31, 32, 33, 34, 35, 36—COUNTRY SPORTING GALLERY  
AND BOOKSHOP INC.  
37—EDWIN LEVICK CEC. L. H. & INT. CEN. H. H. S.  
38—MORRIS ROSENFIELD, FOR EDWIN  
LEVICK  
39—HEX HARDY JR. H. H. RUMET ACOENBAUM  
FROM BRO  
40—EMMET BORNBAUM FROM BRO CEC. L.  
H. H. S.  
41—FRED HENDRICKSON FROM BRO  
42—MARTIN MUNKÁCSI (2) JOHN WOLF  
43—NATIONAL FOOT HEALTH COUNCIL  
44—LEIGH LEWIN & NICHOLAS LANGEN FROM  
P. I. CEC. L. & INT. CEN. H. H. S.  
45—P. I.  
46—P. I.  
47—P. I.  
48—P. I.  
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75—P. I.  
76—P. I.

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXCL., EXCEPT; L., LOWER; LT., LEFT;  
RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; INT., INTERNATIONAL; KEY., KEYSTONE;  
P. I., PICTURES INC.; RKO, RADIOS; RADIOS;  
PICTURES INC.; U. & U., UNDERWOOD & UN-  
DERWOOD; W. W., WIDE WORLD

## A GOOD START IS HALF THE RACE



The best start any photographer can make is to buy a Leica. For the tiny Leica opens a whole new world of photography to its user—speed shots, action shots, sequence shots with the Rapid Windet, candid shots indoors, action in full color. All are yours with this little camera that has revolutionized modern photography.

Write for full information on the Leica Camera and dramatic examples of Leica Photography—FREE

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## Quick, Easy Steps to HAPPY FEET



Hot, Tired, Aching, Perspiring, Smarting Feet, Corns and Bunions are instantly relieved by shaking ALLEN'S FOOT-EASE into your shoes. Sold at all Drug & Department Stores in two sizes. FOR FREE Sample and Walking Doll address

## Allen's Foot-Ease

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PHOTOGRAPHIC BARGAIN BOOK

OF CAMERAS & SUPPLIES

Explaining just what is involved in buying a camera, how to make the best purchase.

More hundreds of exciting subjects having more than 2000 illustrations.

Full of useful equipment

designed for the amateur.

Published by Weibel

CENTRAL CAMERA CO. Est. 1899

230 S. Wabash, Dept. LF-8, Chicago, U. S. A.

## Baby's CHAFING SOOTHED, COMFORTED with CUTICURA SOAP and OINTMENT

There Is A Thrill in Touring  
When You ... Take-



American for FLAVOR  
Irish for BOUQUET

"The Best of Two Worlds"

WILLIAM JAMESON

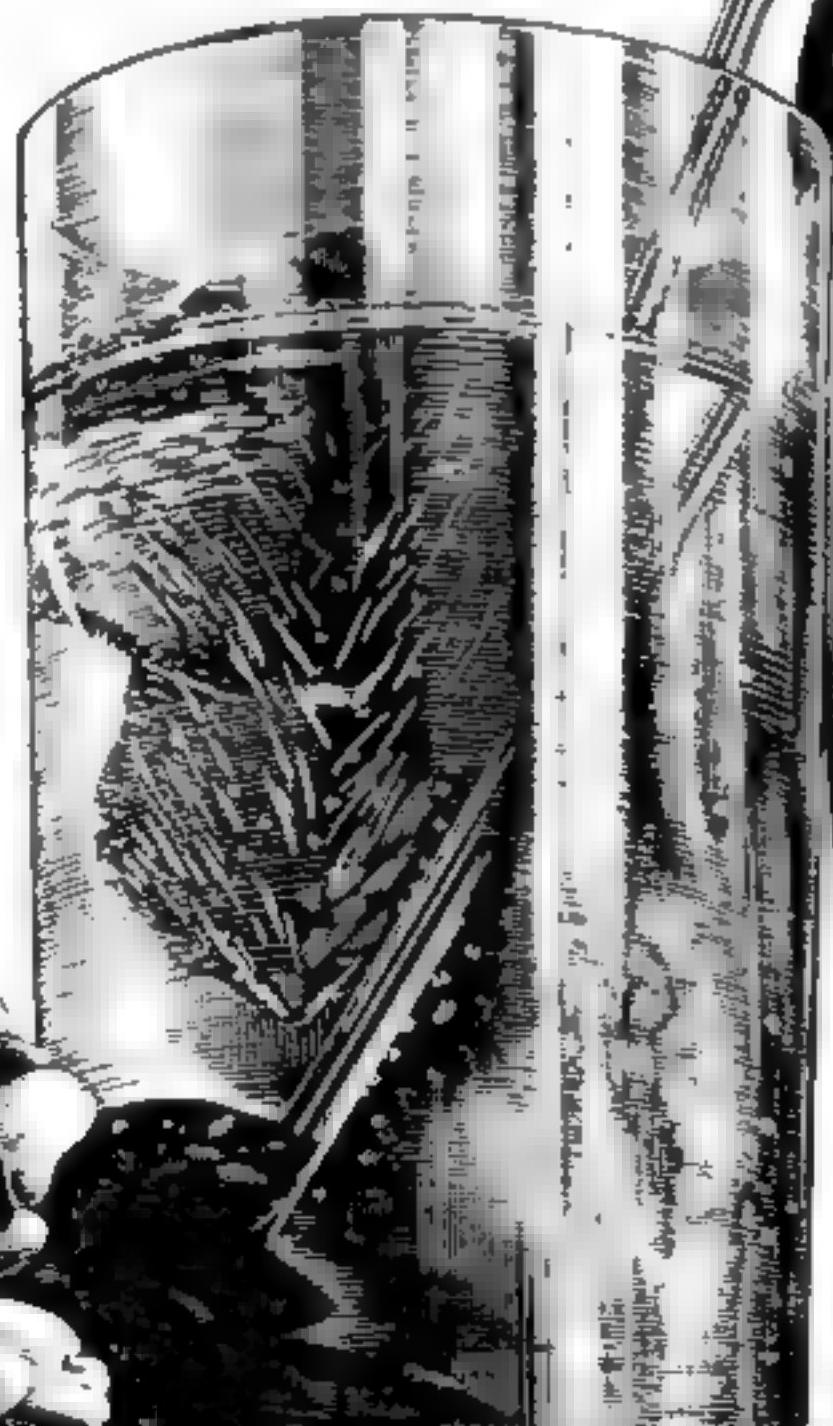
IRISH AMERICAN  
Whiskey

Brand

Contains 25% Pot Still Irish Whiskey and  
75% Specially Distilled American Straight Whiskey

WILLIAM JAMESON & CO., Inc.  
NEW YORK, N.Y.

86 Proof



Early Mass at Layman's Retreat

Page 70





Doorway to "60 Golden Hours" of prayer at the Hinsdale Retreat is here opened by Hugh Patrick Dunn, Chicago's oldest asbestos worker.

Up the stairway of the St. Francis Retreat House, Hugh Dunn goes to his room. The house was a coal tycoon's \$750,000 mansion.

The woodwork of the balustrade is hand-carved, cost \$30,000. The doorknob Hugh Dunn will turn to open his room is gold-plated.

Before the marble fireplace of a bedroom, now equipped with an iron cot, Hugh Patrick Dunn removes his shoes, prepares for his retreat.

## PIOUS WORKERS GO ON A RETREAT

### "60 Golden Hours" at Hinsdale Friary



cars to carry to Hinsdale 300 asbestos workers and their tile-setter, boilermaker and packing-house friends.

Once inside the big stone gate of the Friary, the 300 pious union men shed their coats, ate the simple, wholesome meals prepared for them by nuns, listened to the "blood-and-thunder" character talks of the staunch old Franciscan Retreat Master, smoked at evening in the grass, talked in whispers or not at all. For three days they prayed and meditated. At least once each day they wandered over the Retreat's rich fields and lawns, chanting "Hail Mary," kneeling to tell their beads before the 14 wooden shrines celebrating Christ's Passion. Sunday night most of them slipped a \$10 bill in an envelope beside their plates. Early Monday morning they went to Mass, lined up in a row before the altar (*see opposite page*) to receive Holy Communion. Then, spiritually replenished, they drove back to Chicago, resumed their daily jobs insulating the pipes and boilers of the new buildings springing up everywhere in the city.

Nuns in the kitchen cut up onions and celery for the tuna-fish salad which is mixed in a great wooden bowl by Sister Coletta (*see front cover*). The tuna fish is a fancy brand from Japan.



Kneeling before a wooden shrine, Dunn prays. This is No. 9 of the Retreat's 14 shrines. Dunn reads from *Souvenir of My Retreat*: "The Cross was light and sweet, but our sins made it heavy."

**Benedictions before meals end as asbestos workers cross themselves. Left to right:** Father Joseph, Robert Shepherd, Union President Joseph Mullaney, Hugh Mulligan.



# ASBESTOS WORKERS ON RETREAT

(continued)



LED BY FATHER JOSEPH (RIGHT), THE RETREATANTS CROSS THE LAWN TO PRAY WITH BOOK AND ROSARY AT THE 14 STATIONS OF THE CROSS



The Retreat chapel is entered by front door, left by side door. It is a \$17,000 reproduction of the Portmeneau chapel at Assisi built by Benedictine monks 900 years ago.



At Station 13, the asbestos workers pray in view of the brick Tudor Retreat House. At right, Asbestos Worker Martin Farley (sixth from right in top picture) tells his rosary.

The St. Francis Retreat House and its landscaped estate was built by Chicago Coal Tycoon Francis Stuyvesant Peabody, who was no Catholic. It covered 786 acres, had a main Tudor dwelling worth \$750,000, a \$30,000 servants' lodge, a barn with stalls for 50 horses, a golfing course and three lakes. A year after it was finished, Prince Stuyvesant Peabody was found dead on his grounds during a fox hunt. His widow, a devout Catholic, sold the estate for \$40,000 to Franciscan fathers and on the spot where he died built a \$17,000 chapel. In 1926, 700 years after the death of St. Francis of Assisi, the Retreat House was opened for women. Since then it has been visited by 22,000 Catholics in search of spiritual respite.



# ALL AMERICA'S GONE UNIVEX!



James Dunn, popular young RKO star, says: "I never dreamed a fine movie camera could be so compact and so easy to load and operate. I always get clear, brilliant movies."



Beautiful Mary Carlisle, youthful Paramount star, is another of Hollywood's smart set who knows good movies and is enthusiastic about the UniveX Cine "8". "My UniveX movies are grand!" says Mary, and other Hollywood movie stars say the same.

*Thrills For A Lifetime With  
UniveX Movie Camera \$9~~95~~*



MOVIE stars themselves hail the amazing UniveX Cine "8"—not for its low price, but for its glorious RESULTS!

And it's the only movie camera in the world that takes clear, theatre-quality movies at less cost than snapshots!

No wonder that almost overnight UniveX has become America's No. 1 movie camera! No wonder that 200,000 people all over the country are having the thrill of their lives taking all the movies they want without counting the cost!

You can do it, too! Just stop in at any good dealer's and see how easy the UniveX Cine "8" is to operate...and what glorious movies you, too, can get!

UniveX Cine "8" is the only movie camera using the amazing 30-ft. roll of UniveX Cine Film—costing only 60¢—that takes as many scenes as 60 feet of expensive 16 mm. film.

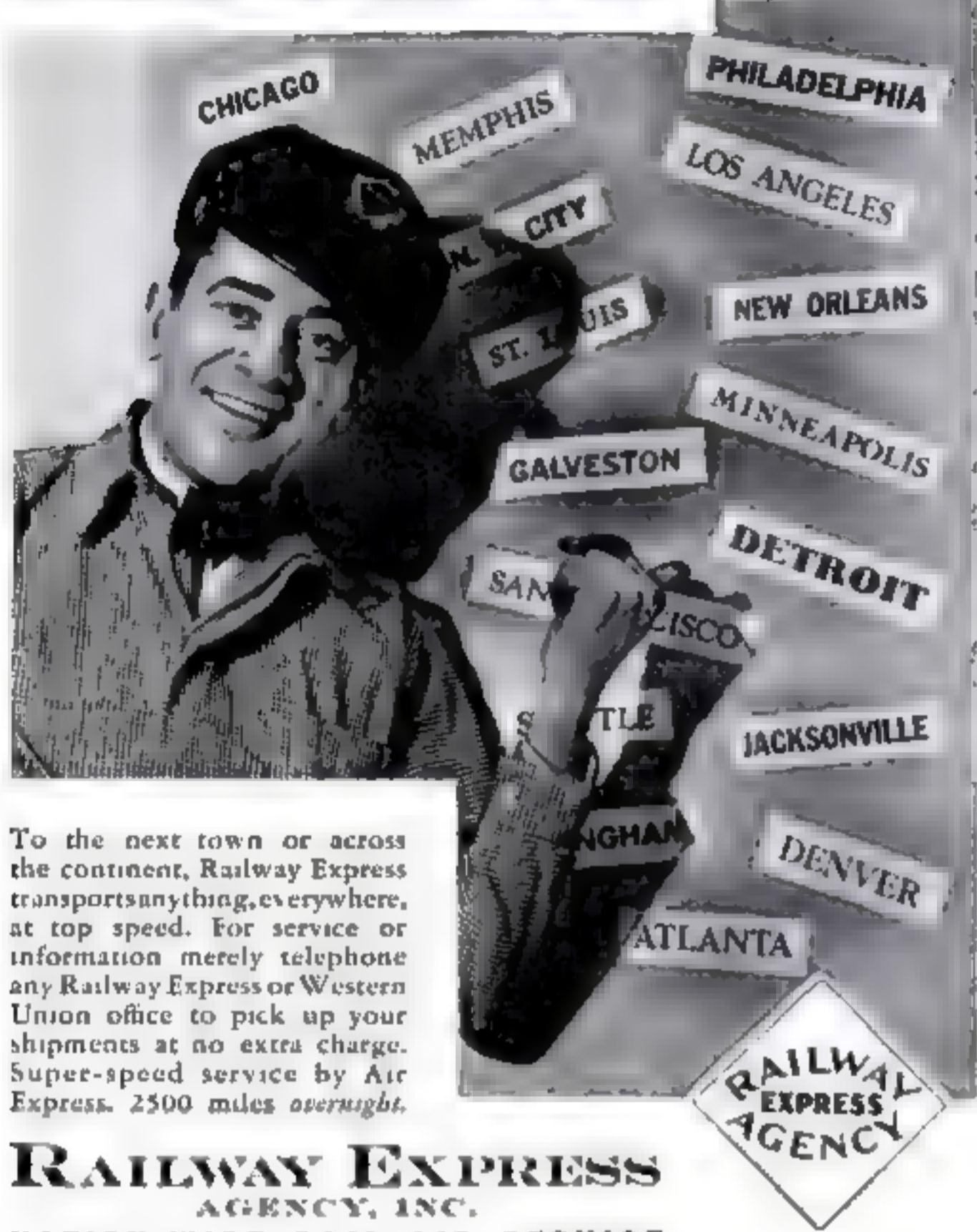
Universal Camera Corporation,  
(World's Largest Unit-Manufacturers  
of Cameras) New York City.



"You couldn't ask for a finer movie camera!" says Paramount's engaging star, Roscoe Karns—shown here with his UniveX Cine "8". And not only Hollywood, but all America agrees with him!



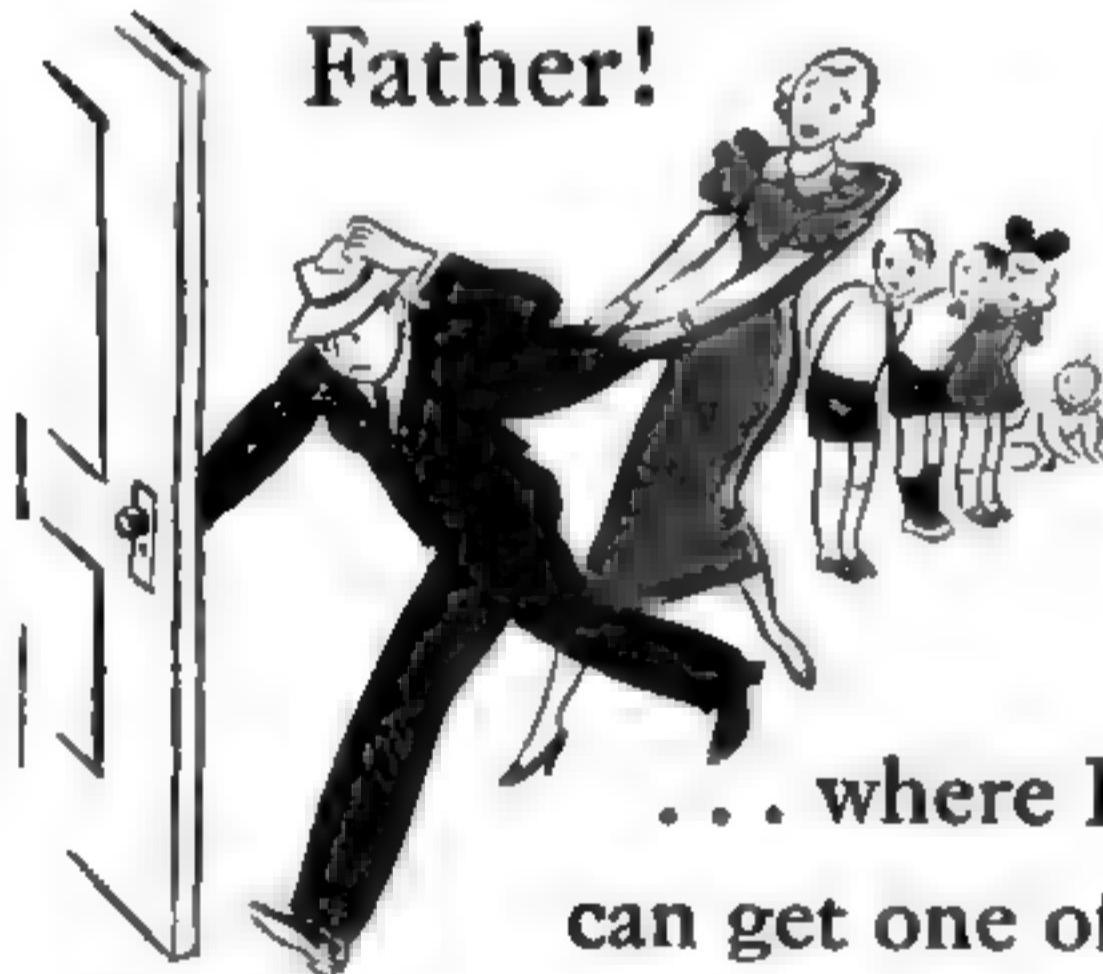
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AGENCY, INC.**  
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•  
“I’m going home to Father!



... where I  
can get one of  
those keen-tasting, tangy,  
tall drinks that Father used  
to make with **White Rock**  
on the alkaline side!"

## ASBESTOS WORKERS ON A RETREAT

(continued)



Monday morning at St. Asbestos Worker Hugh Patrick Dunn (see p. 71) kneels in the chapel of the smelter to receive Holy Communion. The priest in a blue surplice offers him the wafer. Two hours later (below), Dunn kneels at his \$1.70-an-hour job covering steam pipes in a Federal Housing project at Chicago's Trumbull Park.





The finest hogs in the world are bred and raised in America. Continued importation of foreign ham products may seriously affect the value of this crop in the future.



Over American railroads, these hogs are shipped to the processing centers of America. Millions of workmen engaged in these great transportation systems benefit from your consumption of these all American products.



Thousands of Wilson employees in this and other American packing plants, or in industries contributing to them, benefit from your consumption of the finest hams and picnics in the world.



The strictest quality control checks every step of the operation to insure absolute uniformity of Wilson's Tender Made Ham.



From this modern meat-shipping department in the Wilson Chicago plant, Wilson's Tender Made Ham and other products are shipped by refrigerator cars to branch houses all over the country.



The patriotic American family enjoys Wilson's Tender Made Ham and Tendeready Picnics, and serves its own welfare by keeping its money at home to help American workmen in Industry.



Here is a typical American farm scene, harvesting the corn that puts firm, solid flesh on American hogs. Millions of farmers like these benefit by the consumption of American-made products.



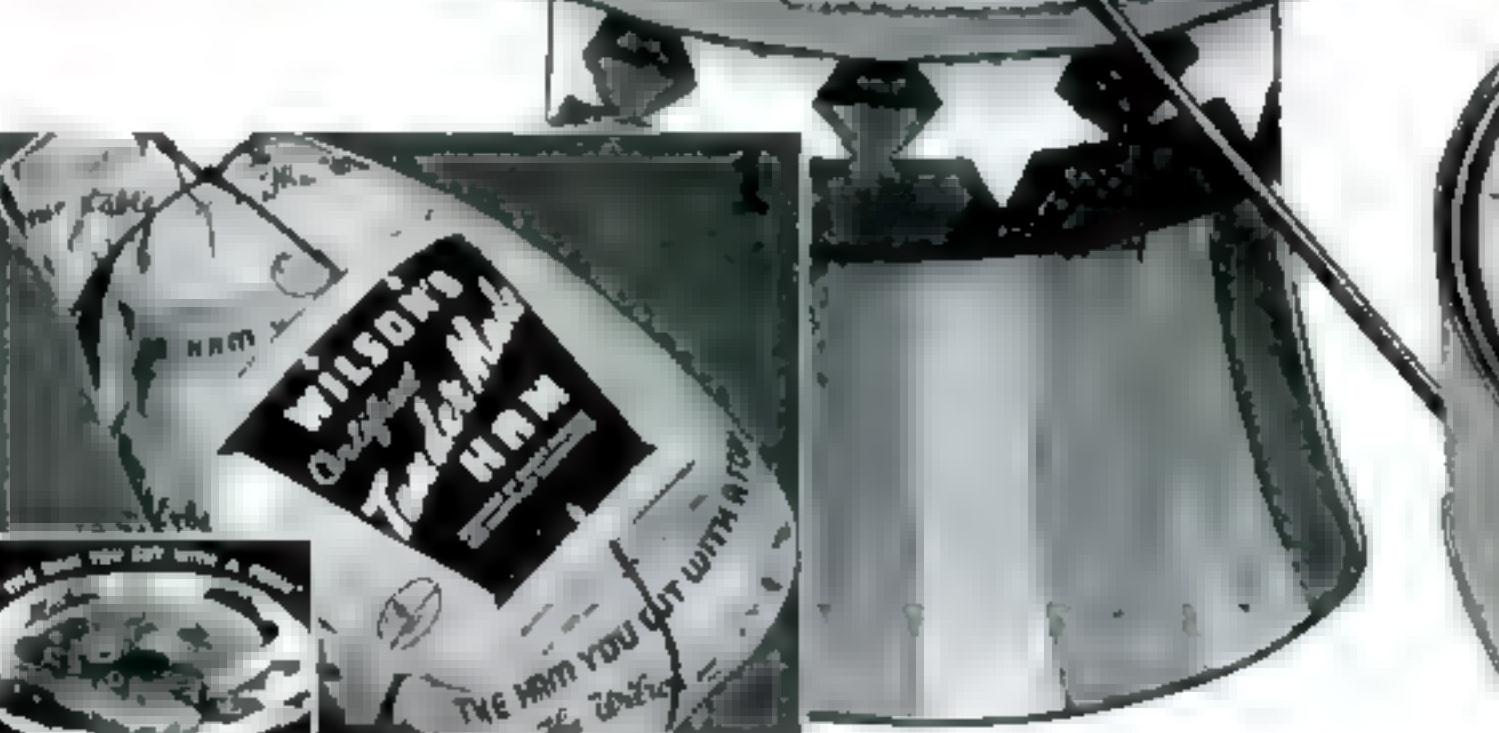
American farming is big business. The finest corn in the world is grown on farms like this, owned and operated by American farmers, who also produce the finest corn-fed hogs in the world.

**Only WILSON & CO. Makes these Secret Process Products**

# Another ALL AMERICAN MIRACLE WILSON & CO. ADD Tendeready Picnics

TO THEIR FAMOUS

Tender Made  
Hams



**WILSON'S ORIGINAL TENDER MADE HAM, BONE-IN**  
Ready to serve, or just heat and eat  
Tender from end to end



**WILSON'S TENDER MADE HAM, BONELESS IN TINS**  
Cooked in its own natural juices  
No waste, ready to eat



**WILSON'S TENDER, EXTRA MILD, CERTIFIED SMOKED HAM**  
Cook before serving  
BAKE 15 MINUTES TO THE POUND ACCORDING  
TO YOUR PREFERENCE

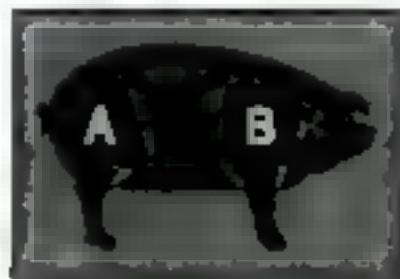
● Thousands know that Wilson & Co.'s amazing Secret Process has given the sensational Wilson Tender Made Ham almost unbelievable tenderness and matchless flavor. Now this same Secret Process offers you Tendeready Picnics—so tender, so smooth-grained, so delicious, that they surpass ordinary ham in every respect.

And yet these Picnics are so attractively priced in convenient four to ten pound weights that the average family can easily afford the pleasure of eating this outstanding new kind of meat, as often as it wishes.

#### What Is A Picnic?

A "Picnic" is the name of the front shoulder meat (B). Ham is the heavy part or thigh of the back leg (A).

The front shoulder meat is sometimes considered less desirable than the ham, but now Wilson's Secret Process has transformed this shoulder meat into a delicacy, second only to Tender Made Ham itself.



Try these New Wilson all American products now! See for yourself what a miracle of mouth-melting tenderness they really are. Remember the Picnics come in three styles, Numbers 4, 5, 6, shankless, they go farther, too, as they're servable from end to end—No Waste.

#### Wilson's Tender Made Deviled Ham ⑦

Try this new taste sensation—made from famous genuine Tender Made Ham. Mildly spiced—just enough to bring out the true ham flavor. Ideal for sandwiches, omelettes, salads and appetizers.



U. S. Inspected and Passed by the Department of Agriculture



Now... Wilson's  
Tender, Extra  
Mild, Certified  
Smoked Picnic  
Cook before serving  
Bake 25 minutes to the  
pound according to your  
favorite recipe



**The Wilson label protects your table**

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## FOR YOUR WIFE



### Canton Pajama Suit Special Introductory Price

These lovely silk pajamas  
are the smartest  
of garments  
for home  
and sport  
wear and gifts.  
All hand  
embroidered in  
two fascinating pastel shades  
—teal or green. Color sleeves and  
cuffs richly trimmed in same color.  
Size: Large, Medium, or Small.

**\$2.95**

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ONLY ONE PIECE TO INSTALL IN ANY CAR

**\$19.99**

YOU'RE THERE WITH A GROSLEY

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## PICTURES TO THE EDITORS

### "DON'TS"

Sirs

I am sending you a set of pictures on "How not to get into and out of a car." The "Don'ts" this story tells are so obvious that further captions are really unnecessary.

L. E. PAULSON

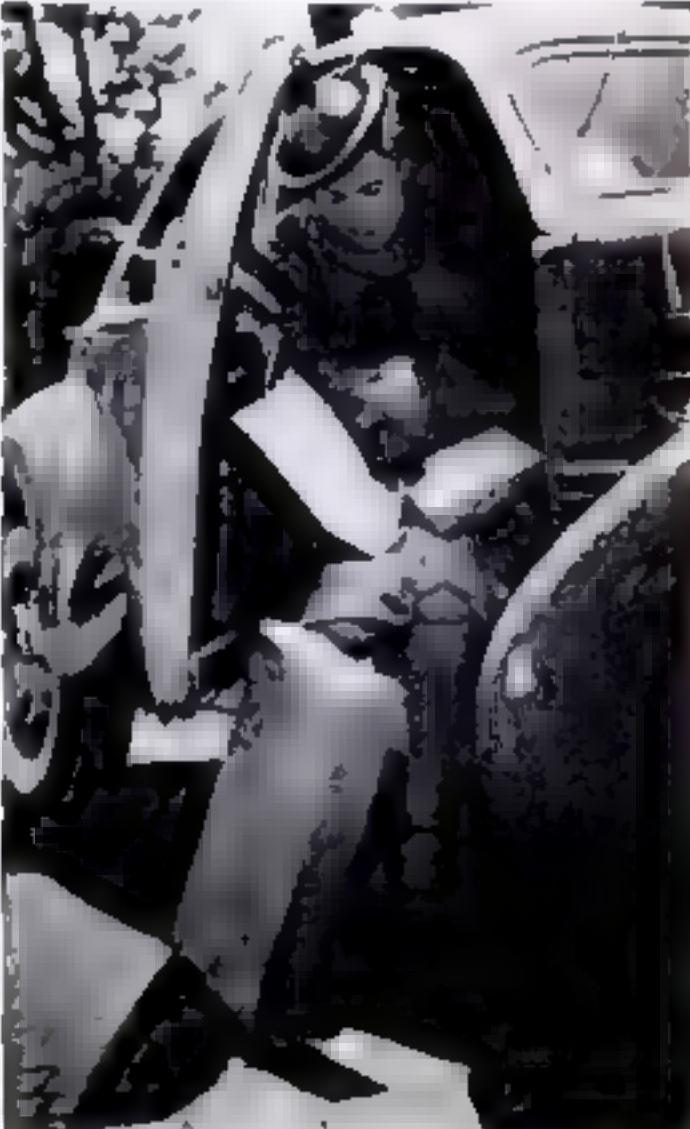
Minneapolis, Minn.



THE BUSINESS OF GETTING IN (ABOVE AND BELOW)



THE BUSINESS OF GETTING OUT (BELOW)





# STOP... Safety demands it!

It's a great comfort to drive with the feeling of perfect security Hood Speed Protected Tires give you.

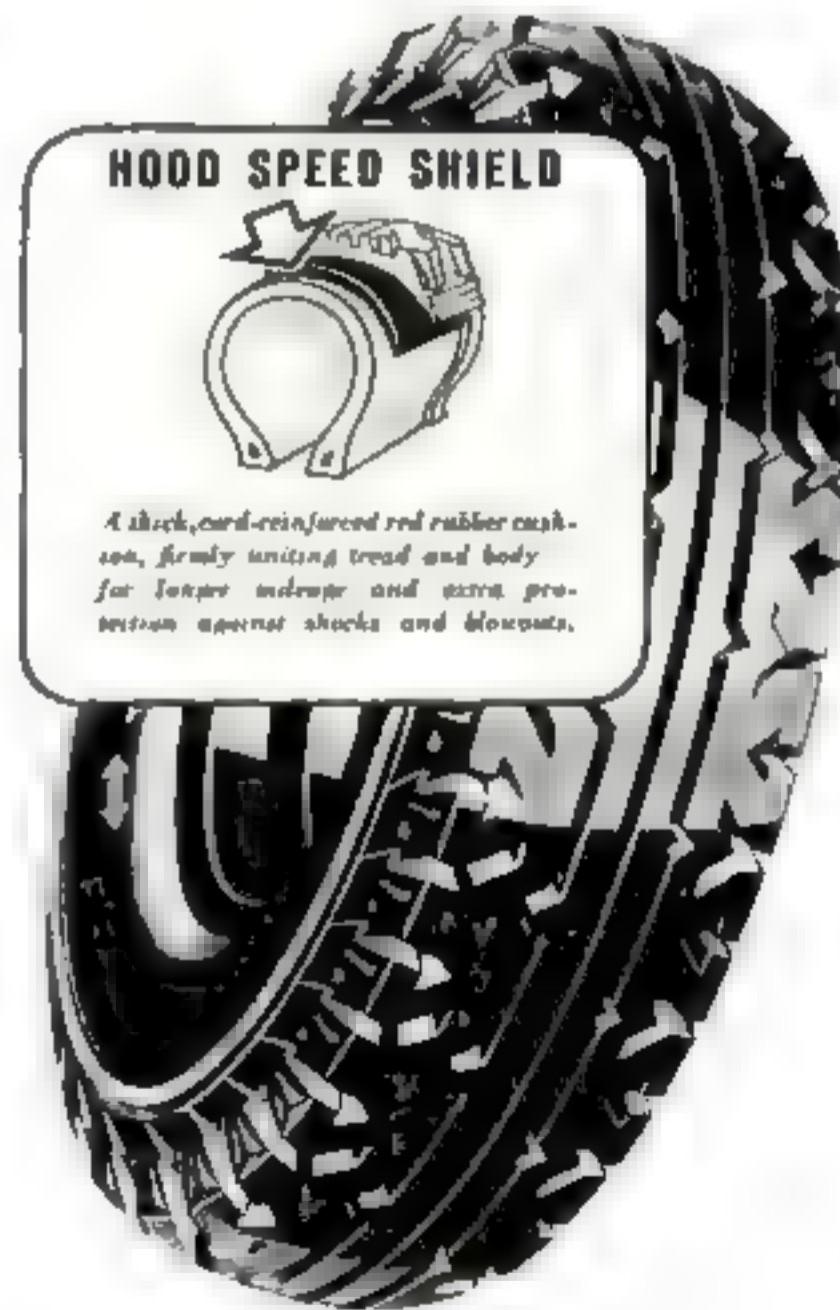
When traffic regulations, or sudden necessity, say STOP, you can actually feel the Hood Center-flex tread grip the road and hold. You're free from doubt and uncertainty—protected against slipping and skidding—in any kind of going.

This unusual tread comes to you only on the Hood safety body, with its cords individually insulated in live rubber. There is extra strength

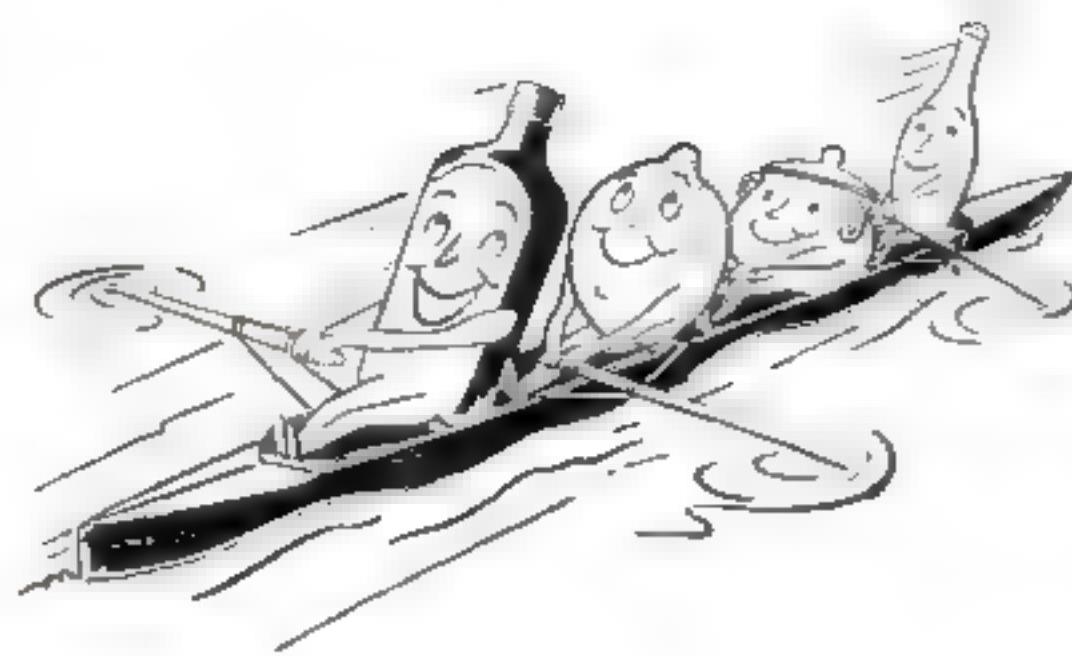
and ruggedness just where you need it; to guard you against the road shocks and dangerous blowouts that cause accidents.

And just under the tread is the exclusive Hood Speed Shield, an added protective cushion that joins tread and carcass firmly, and means still more protection against all the hazards of hard driving.

Ask your Hood dealer to show you the plus values of Hood Speed Protected Tires. While other tires do not have all of Hood safety features, Hood dealers charge no price premium for these outstanding tires. Factories: Akron, Ohio and Los Angeles, California.



FORTY YEARS OF QUALITY RUBBER PRODUCTS



## Does it mix?

It is a **mixing** gin, we think,  
when you neither **smell** nor  
**taste** it in the finished drink

**I**n a smooth Tom Collins, gin must pull in perfect harmony with its companion flavors. The finished drink should have no "ginny" smell or taste.

Mixed drinks are an American idea. To meet the distinctive American taste that demands smoothly blended mixed drinks, Fleischmann's Gin is distilled especially for mixing—from American grain.

Fleischmann's is the original American gin, established 1870. Our secret formula makes it the real American Mixer. Buy Fleischmann's Gin. Next time you order a Tom Collins, say: "Make it with Fleischmann's." The Fleischmann Distilling Corporation, Peekskill, N. Y.

Also Fleischmann's Blue Gin, 65 Proof  
Ogden, 1937, by The Fleischmann Distilling Corporation



## PICTURES TO THE EDITORS

(continued)



JAPANESE CHARM

Sir:

As a member of the editorial staff of a photo agency, where day after day I see innumerable pictures from all over the world, I am invariably amazed by the Japanese photographs that come in. All

their photos, even those which might be considered insignificant, have unusual charm. The enclosed photograph made by a Japanese amateur, is typical.

WALTER R. BROCKMANN  
Pix Publishing Inc.  
New York City



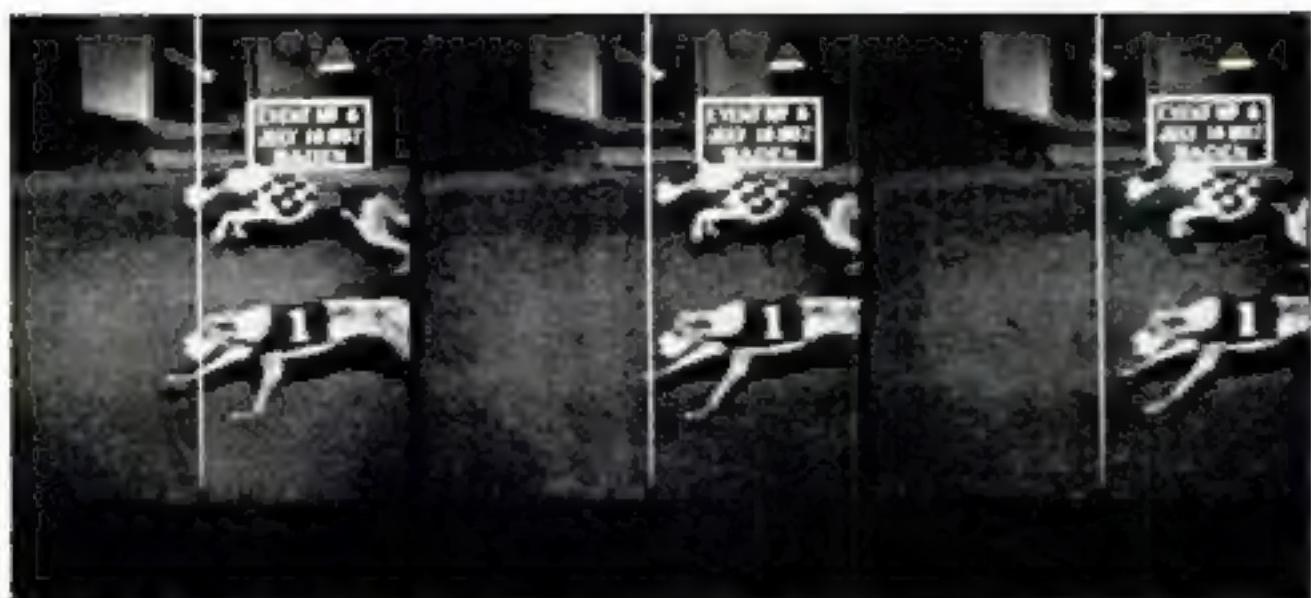
FIFIELD TWINS

Sir:

The Fifield twins—there are six pairs of them—are considered one of the most unusual cases in medical history, for this is the first time that there is any record of six twins born to one family. Mr. Fifield is 57, his wife 35. They live in a tumble-down home in East Thompson, Conn. Mr. Fifield is employed by the WPA at \$12 a week.

Seated in the picture above (left to right), Helen & Harriet, 7, Clare & Della & Harry & Elizabeth, 5, Charlotte & (only one not a twin). Standing, (left to right) Mrs. Hattie Benson, Mrs. Fifield's mother, Mr. & Mrs. Fifield holding Franklin & Eleanor born 8 months ago; Paul and David, 2, Marguerite, 11 (her twin died).

JOSEPH SCAYLEA  
South Glastonbury, Conn.



### DEAD-HEAT DOG RACE

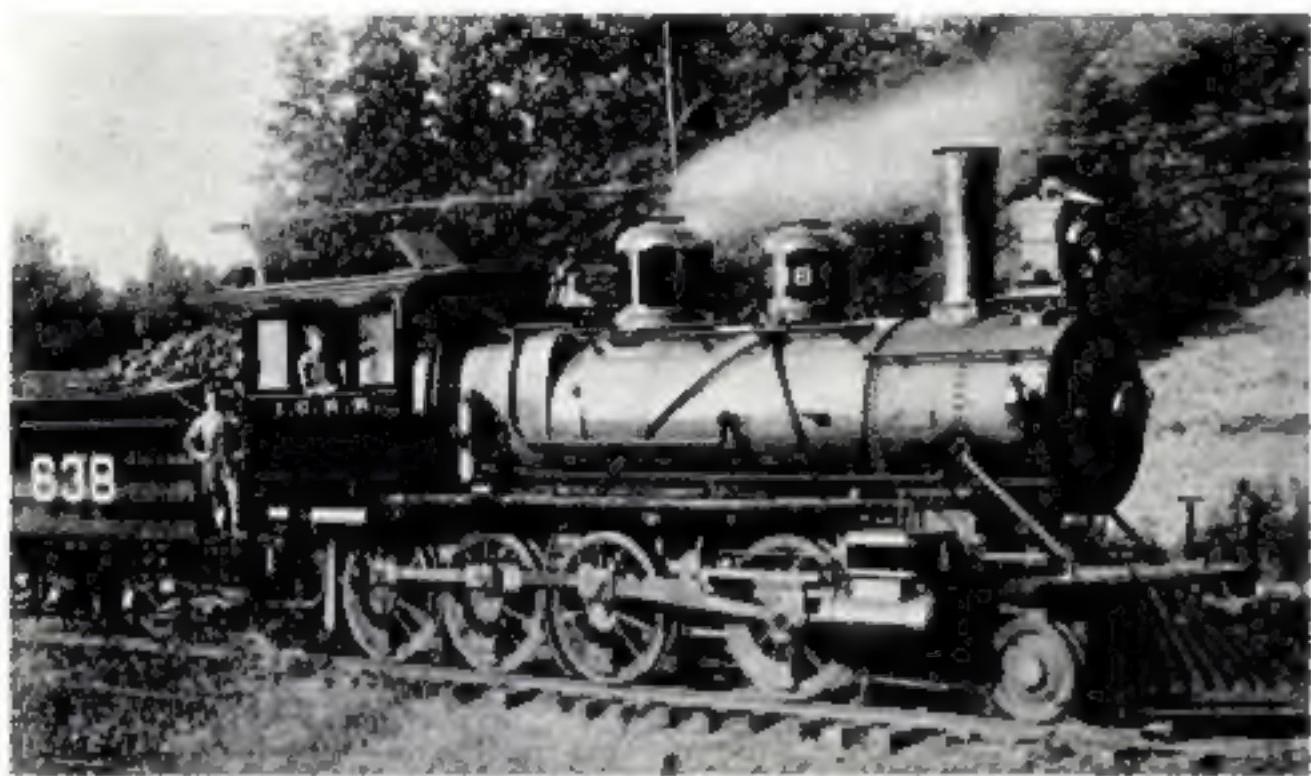
Sirs:

Here is the first photo-finish dead-heat dog race in more than 16,000 dog races run in California. It was caught by the Baden Wonder Photo-Finish Camera. The dogs: No. 9 (Irish Biarney, blue-white dog, 51 lbs., Verano kennels) and

No. 1 (Trudy, brindle bitch, 56 pounds, C. E. Hanna). The camera throws 126 frames of 16 mm. film per sec. White muzzles always show plainly regardless of the color of the dog or his blanket.

RAY SPANGLER

Baden Kennel Club  
South San Francisco, Calif.



### CASEY JONES & ENGINE

Sirs:

I was pleasantly surprised to see in your June 28 issue a picture of Casey Jones's locomotive as she appeared after being rebuilt. You are correct on the engine's new number—2012—but incorrect in stating that the old number was 382. When Casey drove this locomotive

her number was 382. I am enclosing a rare photograph, taken in 1899 just below Memphis. The man in the cab—blowing the whistle—is John Luther ("Casey") Jones himself. Casey's Negro fireman, Jim Webb, is a roundhouse employee in Memphis. Jim jumped just before the crash.

CHARLES LEAVELLE  
Chicago, Ill.



### ALCOA AFFAIR

Sirs:

I am sending you a picture I took of officers and deputies firing into picket line at rioting July 7 at plant of the Aluminum Company of America at Alcoa, Tenn. One striker and one officer were killed. I wasn't scared then when all the shooting was going on but I am now when I think of how close I was to the fighting. Rioting occurred soon after striking pickets closed in on a truck supposed

to have been loaded with arms. I was within ten feet of the police when shooting began. I fell to my knees. I could see the picket line waver and fall back. Bullets were singing overhead. I took ten pictures under fire for my paper which copyrighted them. I was the only newspaper photographer to get pictures of the firing.

DAVID INGERMAN  
Staff Photographer  
Knoxville Journal  
Knoxville, Tenn.

**Here's how to  
put EYES in this  
BLIND SPOT!**



THIS REAR CORNER can be the most dangerous spot in your car! You can't see through it. A wall of solid steel cuts off your rear vision. Turning-out to pass, backing-in to park, pulling-away from the curb—the "Blind Spot" puts you at the mercy of every oncoming car.

But now, thanks to SPOT-MASTER, you can put "eyes" in this very spot where smashups are so often born! This new "vision-control" invention does a job no other device has ever done. And once you drive with it, you'll wonder how you ever got along without it!

• SPOT-MASTER  
clamps, and LOCKS  
securely, on the edge  
of your car door, in  
a minute. No drilling.  
No holes. No tools. Theft-proof.



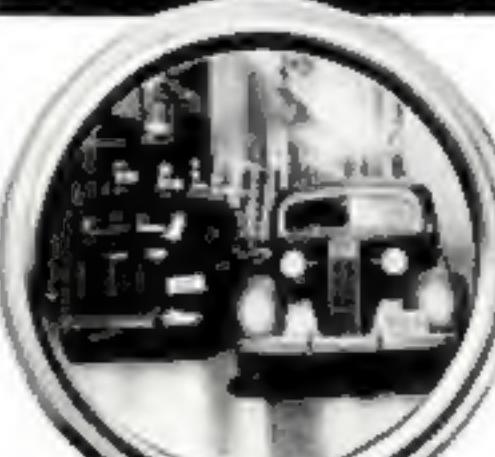
## SPOT-MASTER

*Puts EYES in your BLIND SPOT*

Saves Its Cost a Hundred Times!

SPOT-MASTER saves you money. It prevents smashed fenders . . . Wrecked wheels . . . Or worse. And this new kind of protection actually costs you less than just one filling of gas!

Ask for SPOT-MASTER now at your service station or accessory store. Drive with it for one week on SPOT-MASTER'S Money-Back Guarantee. Then—if you'd rather go back to "Blind Spot" driving, get your money back in full. Start making this test today!



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ANDERSON  
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Makers of TEN-  
EDGE Wind-  
shield Wiper  
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Rain, and  
SLEET. MAS-  
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for Sleet.

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\$35  
IN  
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**"There's lots of hot weather ahead—  
I'm getting a ROOM COOLER Right Now!"**



This model quickly and easily installed. Plugs in any light socket—No special wiring or plumbing connections. Get one today for comfort tomorrow.

Don't deceive yourself—there's plenty of sizzling weather ahead this year and next—plenty of energy-destroying humidity on the way. Do something about it now. Get some real work done this summer—and do it in comfort with a Kelvinator Room Cooler.

See the new Kelvinators today. Find out how quickly one can be installed in your office—or in your home. Get the figures on how little one will cost—how economically it will operate. These new coolers are smart—quiet—and take up very little space. Five models cover all requirements.

There's still time to beat this summer's heat. See your Kelvinator Air Conditioning Distributor now. Mail the coupon—or wire! You'll be surprised how easily the whole thing can be settled. Easy Comfort-budget terms if you wish.

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**Air Conditioning**  
**PLUS-POWERED FOR ECONOMY**

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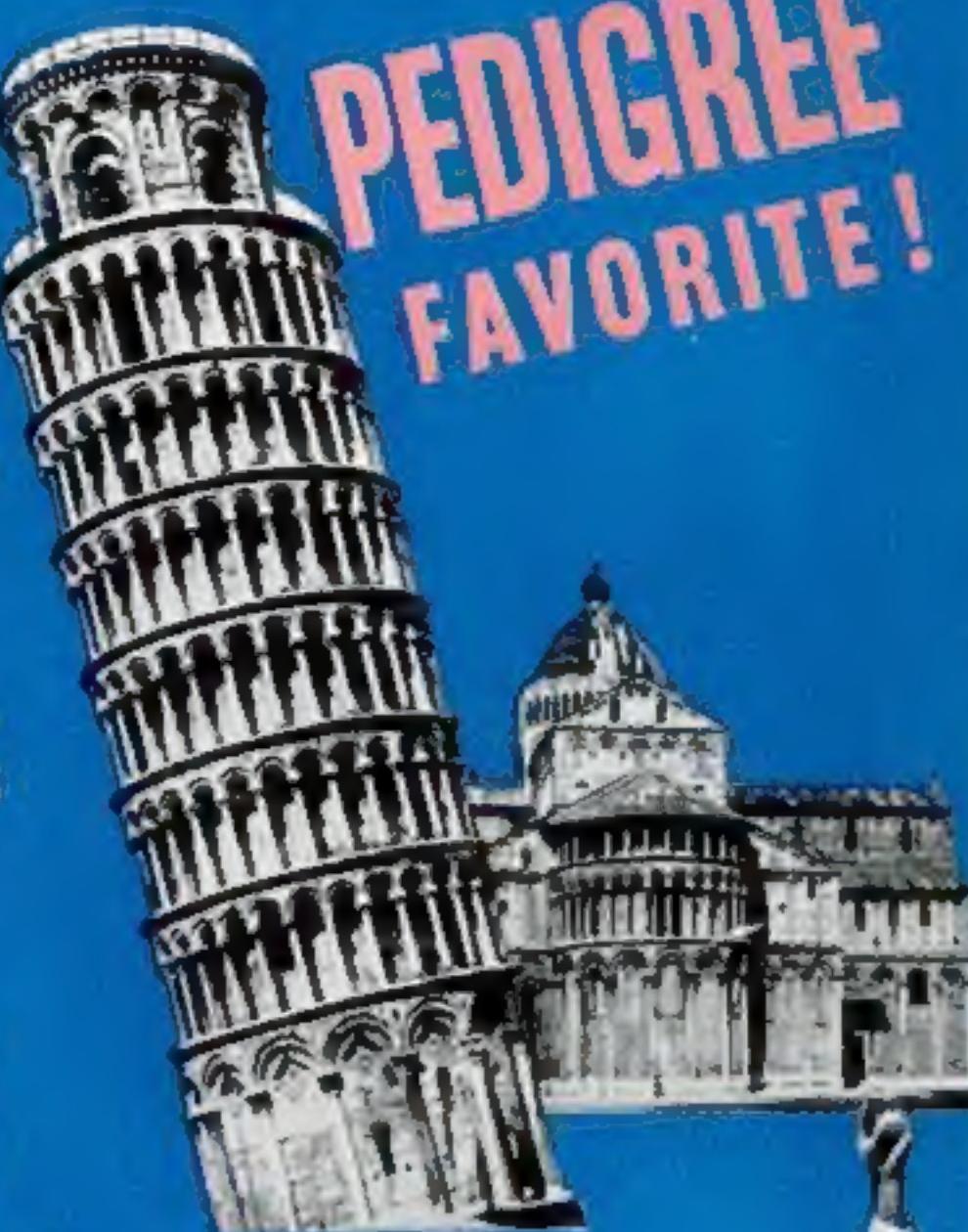
## INTERNATIONAL OF A NATIONAL

1.

From the heart of **CHINA**, Hiram Walker brings aromatic cassia bark...to put a finishing touch to the inimitable flavor of Hiram Walker's Gin!

**PEDIGREE  
FAVORITE!**

2. World-famous juniper berries—the plumpest and spiciest of **ITALY'S** prize harvests are selected for Hiram Walker's Gin!



3.

From sunny **SPAIN** Hiram Walker brings golden, glistening orange peel to add zest to America's favorite gin!



4.

By camel caravan comes **MOROCCAN** flavor-magic—coriander seed. Taste the difference it makes in Hiram Walker's Gin!

5. From the U. S. A. the most important ingredient of all—American grain, world's best!



## HIRAM WALKER'S GINS

MORE PEOPLE BUY HIRAM WALKER'S GINS THAN ANY OTHER KIND

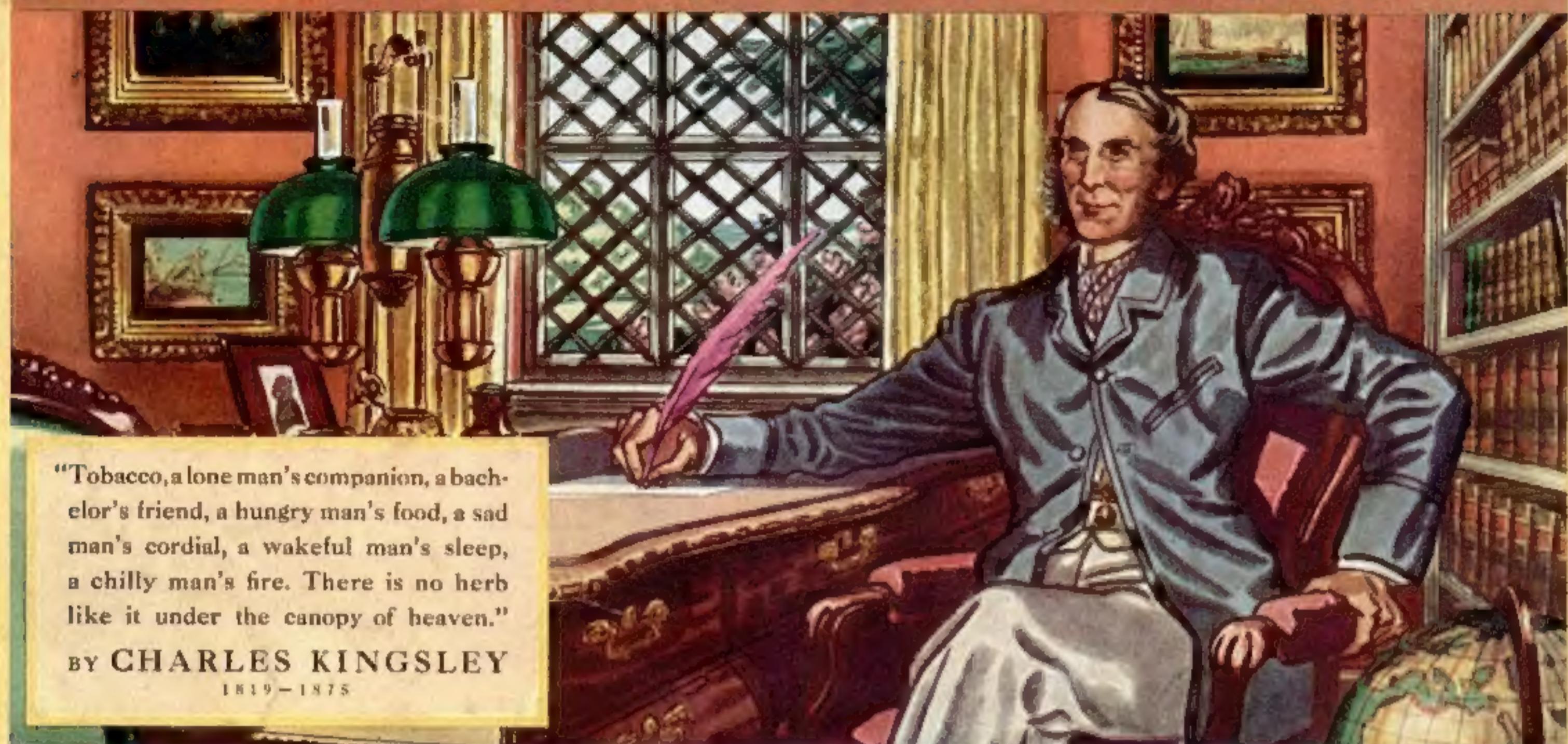
Hiram Walker's London Dry Gin and Five O'Clock Cocktail Gin are distilled from 100% American grain. And the world of tempting flavor in every bottle is always the same, thanks to Hiram Walker's exclusive Controlled Condensation Process. There never can be the slightest variation, today, tomorrow, or year from now! Try these famous gins soon—and enjoy the difference they make!

Hiram Walker's DISTILLED LONDON DRY GIN—90 proof, FIVE O'CLOCK COCKTAIL DISTILLED DRY GIN—85 proof.

Try also FIVE O'CLOCK SLOE GIN—Flavored with imported sloeberry—70 proof. Hiram Walker & Sons, Peoria, Ill.

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THE PLEASURES OF TOBACCO



"Tobacco, a lone man's companion, a bachelor's friend, a hungry man's food, a sad man's cordial, a wakeful man's sleep, a chilly man's fire. There is no herb like it under the canopy of heaven."

BY CHARLES KINGSLEY  
1819-1875

## Centuries of Praise for Fine Tobaccos ... but None for Adulterants

Fine tobaccos have been praised by literature for over three hundred years. Yet today, unless you have smoked Pall Malls, you have probably never experienced the full enjoyment of natural, fragrant tobaccos . . . For Pall Mall, alone among popular blended cigarettes, brings you straight tobacco flavour . . . tobacco flavour unadulterated in any way.

If you're now smoking ordinary blended cigarettes the chances are you're not getting the true flavour and the complete pleasure of



tobacco. That's because the tobaccos of most of these cigarettes are doctored up with some of almost a hundred flavourings and sweetenings. Actually these added ingredients may amount to as much as one-seventh of the weight of the cigarette.

Pall Mall brings you finer tobaccos, undocor-  
ed, and we believe you will find greater smoking  
pleasure in Pall Mall's natural tobacco flavour.

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THE MODERN BLEND

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